

Brent Active Travel Implementation Plan 2024 - 2029



Draft for Consultation

September 2023

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Foreword

Brent should be well suited to walking and cycling. It is a relatively flat, compact borough and many residents work, shop, learn and have fun within easy walking or cycling distance of their homes. Despite this, the proportion of people travelling by active forms of transport, particularly cycling, in Brent does not always compare favourably with other areas of London.

It is well documented that walking and cycling have multiple benefits for both individuals and society as a whole, particularly in terms of improving health and wellbeing, safety, the environment, the economy and promoting equality of opportunity. Recognising this, active travel is embedded in a wide range of the Council's plans and policies, covering not only transport but also planning, health, safety, climate change and air quality.

Much has been achieved in recent years to improve conditions for walking and cycling and to encourage active travel in Brent. Since 2016 significant investment has been made in new and improved walking and cycling infrastructure, road safety improvements, community initiatives and promotional events in the borough. Whilst these interventions are undoubtedly encouraging more people to reconsider their travel options, we are aware that much remains to be done before walking and cycling become the modes of choice for everyday journeys in Brent.

The Draft Brent Active Travel Implementation Plan 2024 – 2029 identifies the measures and interventions that will be prioritised by the Council and its partners to improve conditions for active travel in the borough and to enable more people to walk or cycle; and to contribute to meeting the overarching vision set out in the plan:

To create an environment and culture in which walking and cycling are safe, convenient, healthy and attractive options for everyone in Brent.

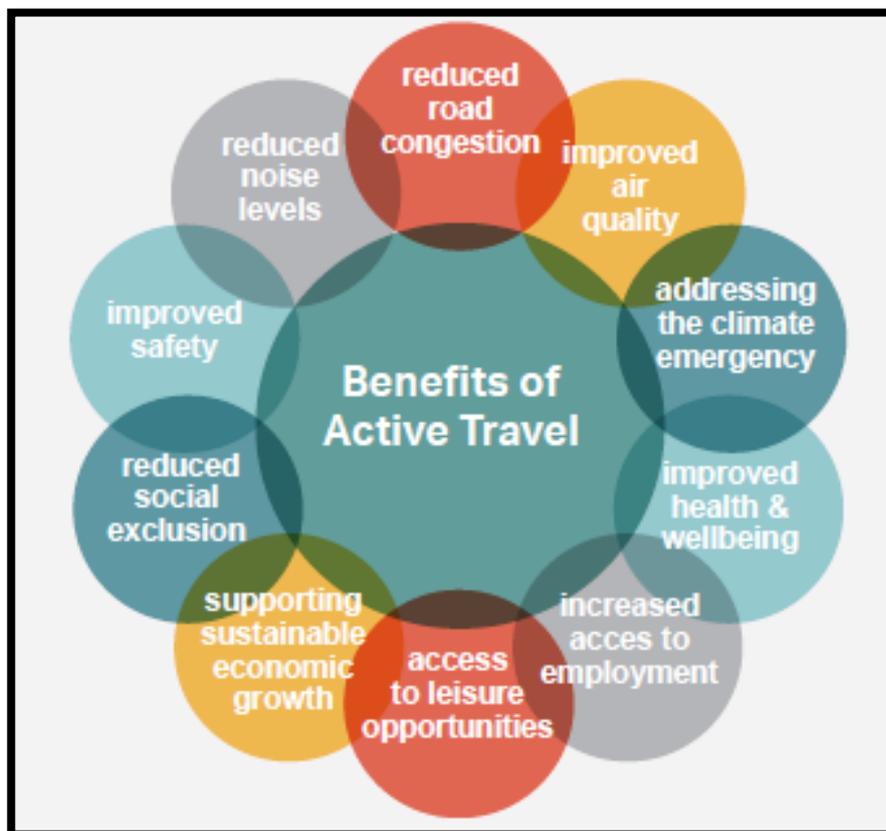
Councillor Krupa Sheth
Cabinet member for environment, infrastructure and climate change

Summary

The plan – and why we need one

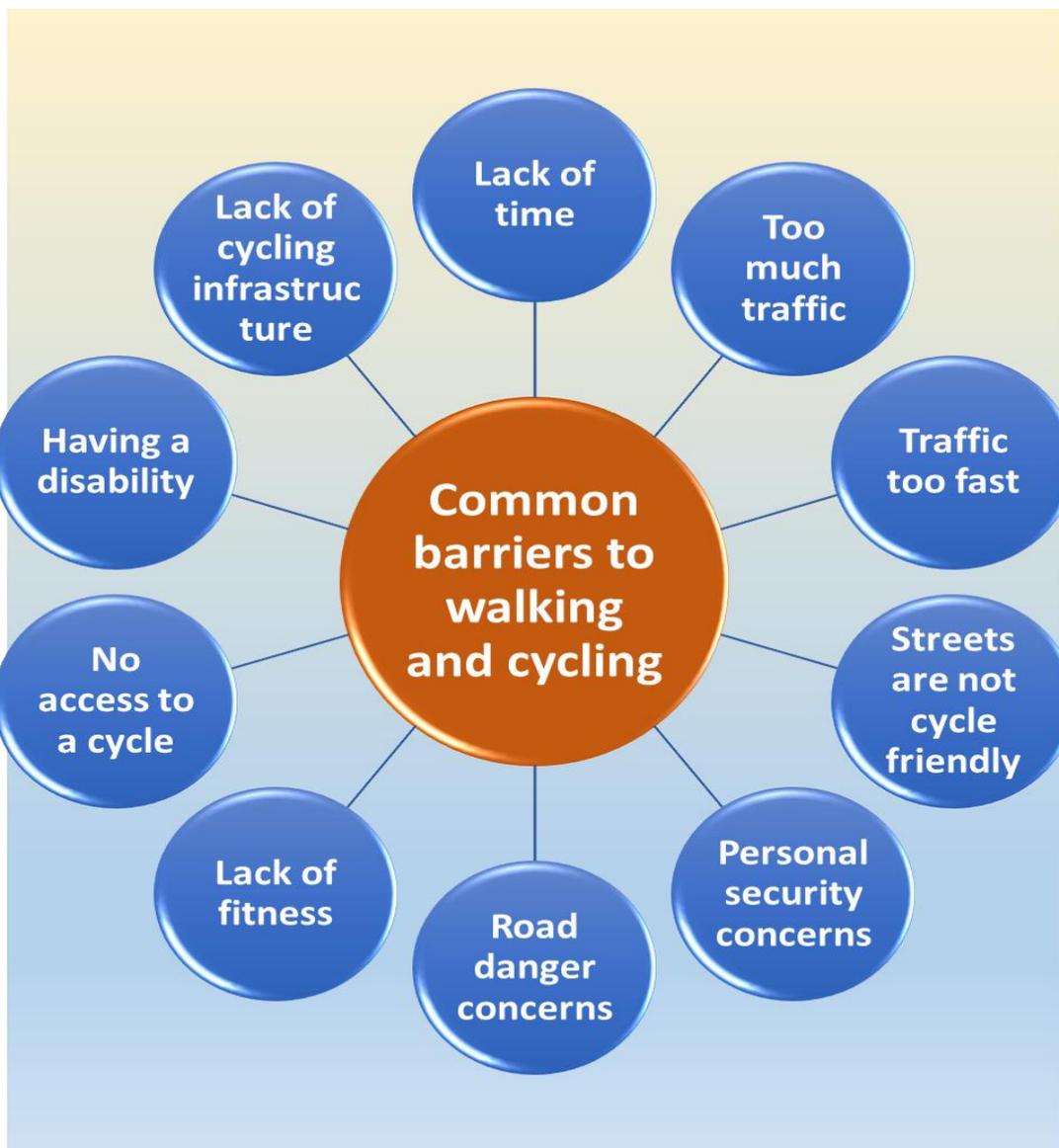
The Draft Brent Active Travel Implementation Plan 2024 - 2029 sets out the vision to make active travel the natural first choice for everyday journeys and describes how we will increase walking and cycling across Brent.

As we emerge further into a post-pandemic world, we need to ensure that Brent's ongoing recovery is green and inclusive. This includes working to address long-standing issues around congestion, poor air quality and road safety - which continue to blight some of our most vulnerable communities; whilst securing a healthier, more sustainable and more inclusive future for all those who live, work or visit the borough. Investing in healthy, active modes of travel, such as walking and cycling, has a key role to play here.



Walking and cycling in Brent – current trends and future potential

Walking and cycling currently account for around one-third of all trips in Brent – mirroring the figure for Greater London as a whole and significantly above the average for outer London. Despite this, there is significant potential to increase levels of walking and cycling in the borough, with up to 60% of trips in outer London boroughs capable of being walked or cycled. However, if this potential is to be realised, we need to address a number of barriers to everyday active travel.



Our priorities and how we will achieve them

The plan responds to the challenges that many of our residents have told us they face by seeking to make active travel a meaningful and crucial element of people’s daily journeys. It aims to address the barriers to active travel by making our streets safer and more inclusive for walking and cycling; improving the quality and visibility of our walking and cycling infrastructure; and equipping our communities with the confidence and means to walk and cycle. This, in turn, will enable us to create more sustainable, healthier and better-connected places where people aspire to live and work.

To address the challenges we face and to create the step change the borough and our communities need requires us to deliver the ambitious actions laid out in this draft plan. This includes striving to reduce car dominance and putting the needs of pedestrians and cyclists first; implementing walking and cycling infrastructure that is fit for purpose and accessible to all; and providing our residents with access to appropriate support, training and equipment. The Council will lead, but successful delivery will only be achieved by everyone playing their part – individual residents, community groups, businesses and a range of public and private organisations. The availability of funding will also be pivotal in the delivery of the plan.

To create an environment and culture in which walking and cycling are safe, convenient, healthy and attractive options for everyone in Brent.

1. Make our streets safer and more inclusive for walking and cycling

Reduce motor vehicle dominance and put the needs of pedestrians and cyclists first

2. Improve the quality and visibility of our walking and cycling infrastructure

Implement walking and cycling infrastructure that is fit for purpose and accessible to all

3. Equip our communities with the confidence and means to walk and cycle

Provide our residents with access to appropriate support, training and equipment

Link to key Borough/Mayoral objectives:

LTTS Core Aims: Reduce traffic and facilitate healthy, sustainable travel; Make our streets and neighbourhoods safer, greener and more equitable; Unlock growth and create exemplar places

Borough Plan Priorities: Making the borough cleaner and greener; Establishing thriving communities; Creating a healthier Brent

MTS Priorities: Changing the Transport Mix; Healthy Streets and Healthy People

Assessing progress

As set out in the Brent Long Term Transport Strategy, the Council is committed to reducing overall traffic levels in the borough by a quarter and increasing significantly walking, cycling and public transport mode share. It also has a commitment to eliminate all deaths and serious injuries from road collisions and to achieve net zero CO2 emissions from road transport. The Draft Brent Active Travel Implementation Plan has a fundamental role to play in achieving these and a number of other key targets.

1. Introduction and Overview

This first section sets out what the plan is and why we need one - highlighting some of the main transport and related issues facing the borough and outlining how active travel can help address these. It also outlines how the draft plan has been developed and sets out the overarching vision for active travel in Brent.

What is the Draft Brent Active Travel Implementation Plan 2024 - 2029?

The Draft Brent Active Travel Implementation Plan 2024 - 2029 outlines the measures and interventions that the Council and its partners are proposing to deliver over the next five years with the overarching aim of improving conditions for active travel in the borough and to enable more people to walk or cycle. The draft plan sits alongside the Brent Long Term Transport Strategy (LTTs) and supersedes the Brent Cycling Strategy 2016 and the Brent Walking Strategy 2017.

Figure 1.1: Plan hierarchy



Why do we need a plan?

Since the publication of the cycling and walking strategies, a great deal has changed. The Council's declaration in 2019 of a climate emergency has brought all modes of sustainable transport to the forefront of our thinking, whilst the recent COVID-19 pandemic has impacted the way in which people in the borough live, work and travel. Brent is also experiencing other challenges such as growing health and social inequalities; whilst longstanding issues around congestion, poor air quality and road safety remain to be addressed. Figure 1.2, below, outlines the main transport and linked challenges we face.

Figure 1.2: Borough transport and related challenges

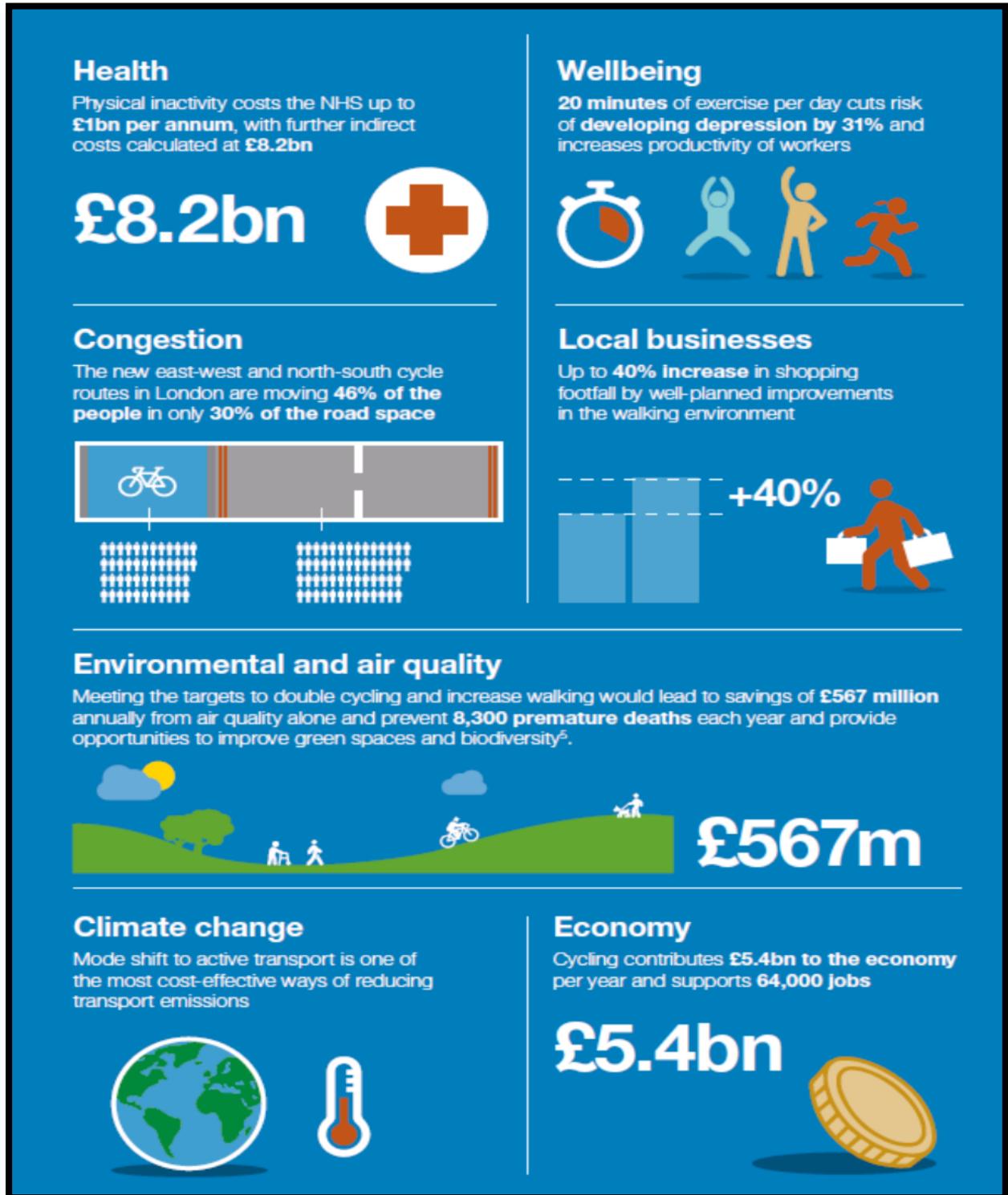


What are the benefits of active travel?

Increasing levels of walking and cycling can help tackle some of the key challenges we face as a borough – improving air quality, combatting climate change, improving health and wellbeing and addressing inequalities. A focus on active travel will also help us to

create places in which people want to live and work – with better connected, healthier and more sustainable communities - as well as helping boost economic growth in Brent. Figure 1.3, below, summarises some of the main benefits of active travel.

Figure 1.3: Active travel benefits



Source: Gear change: a bold vision for cycling and walking, DfT 2020

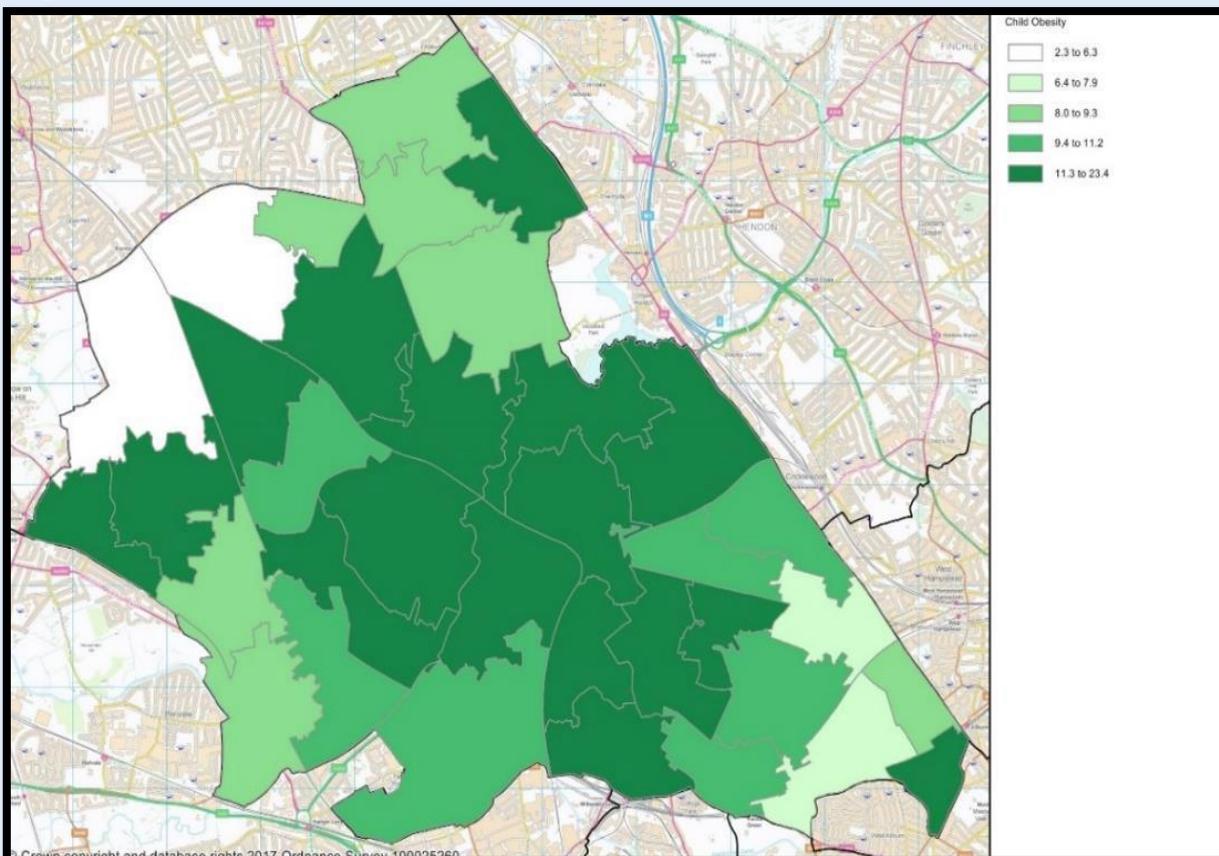
Improving the health and wellbeing of our residents through active travel

Physical activity, like cycling and walking, can help to prevent and manage

over 20 chronic conditions and diseases, including some cancers, heart disease, type 2 diabetes and depression. Physical inactivity is responsible for one in six UK deaths (equal to smoking) and is estimated to cost the UK £7.4 billion annually (including £0.9 billion to the NHS alone)¹.

Poor health and high levels of inactivity are two of the major challenges facing a large number of Brent's residents. The borough is ranked as the fourth most deprived local authority in London and in 2016 it was named as the fattest London borough. Currently, around 55% of Brent's adult population (aged 18+) are classified as overweight or obese, whilst almost one in three children are classed as obese by the time they leave primary school – way above the London and England average². Supporting more of our residents to walk and cycle will be key to helping them live healthier lives.

Figure 1.4: Childhood obesity in Brent



Source: Childhood Obesity, Brent JSNA 2019/20

How has the draft plan been developed?

The draft plan has been informed by extensive and ongoing engagement with Brent's diverse communities, as well as wider feedback received as part of recent consultations - including the Borough Plan, the LTTS and the Brent Active Travel Programme. This has helped ensure that it reflects the genuine needs and desires of those who live and work in the borough and will contribute to bringing about real and lasting change.

¹ Gear change: a bold vision for cycling and walking, DfT 2020

² Joint Health and Wellbeing Strategy 2022-2027, Brent Health and Wellbeing Board 2022

Shaping the plan – what people said...

The draft plan has been informed by extensive consultation and engagement with Brent's residents and a range of key stakeholders.

- **Active Travel Consultation**

In summer 2020, the Council launched a consultation exercise via the Commonplace platform to monitor and map feedback and requests from residents for specific improvements to walking and cycling infrastructure in the borough. Over 600 people responded and amongst the most common issues raised were poor infrastructure – including a lack of safe cycling facilities and poor-quality cycle routes; a lack of safe crossing facilities for pedestrians and narrow and cluttered footways; and the volume and speed of road traffic and inconsiderate driving behaviour.

To address these issues, respondents suggested they would like to see more and better walking and cycle infrastructure - particularly more crossing facilities and joined-up, continuous and linked routes; and further measures to manage and reduce motor traffic - including introducing lower vehicle speed limits and restricting through traffic on residential roads. A large proportion of respondents stated that they would also like to see less vehicle parking and tighter restrictions on pavement parking.

- **LTTS Consultation**

As part of the recent review of the LTTS, a six-week period of public consultation and wider stakeholder engagement was undertaken in Spring 2022, to which over 250 people responded. Traffic congestion and parking were commonly cited as key transport issues, whilst implementing new/improved cycling and walking infrastructure was identified as a priority by nearly half of all respondents. 45% of those questioned also called for the introduction of more CCTV cameras, improved street lighting and other security/community safety measures to improve conditions for vulnerable road users such as pedestrians and cyclists.

- **Borough Plan Engagement**

Between October 2022 and January 2023, the Council carried out a comprehensive engagement exercise to understand the views and opinions of residents and partners for the Brent Borough Plan 2023-2027. The engagement, which included a survey, focus groups, workshops and drop-in sessions, captured the views of over 900 people from across the borough.

Amongst the key priorities identified was the environment, with people wanting to see cleaner streets and a greener borough, characterised by better air quality, less traffic, more green spaces and more accessible routes for active travel. Safety was also highlighted as being important to people, with many identifying the need to create safer environments for young people and women - especially in relation to public environments and transport.

- **Air Quality Action Plan Consultation**

In Spring 2023, the Council consulted on a new draft Air Quality Action Plan. Reducing traffic, improving public transport, and encouraging walking and cycling all featured as ideas from residents to improve air quality across the borough. Over half of respondents to the consultation thought the Council should prioritise the provision of infrastructure to support walking and cycling as a means of reducing air pollution in Brent.

...and how we have listened

The feedback received as part of these consultations and from ongoing engagement has helped inform the development of the draft plan, including shaping the priorities going forward and identifying potential actions and areas for intervention.

Next steps

The draft plan will be subject to a further period of consultation with residents, stakeholders and members of the public during autumn 2023, with a final version to be produced by spring 2024, taking into account any suggestions or comments received.

What is the vision for active travel in Brent?

The overarching aim is to create conditions where walking and cycling become a viable choice for more people in Brent, in turn helping to ensure a safer, greener borough where people are healthier and can access a wide range of opportunities easily. To achieve this will require us to make our streets much safer for pedestrians and cyclists; deliver significant improvements to our walking and cycling infrastructure; and provide more targeted support for those wishing to walk and cycle more.



*To create an environment and culture
in which walking and cycling are safe,
convenient, healthy and attractive
options for everyone in Brent.*

2. Active Travel in Brent

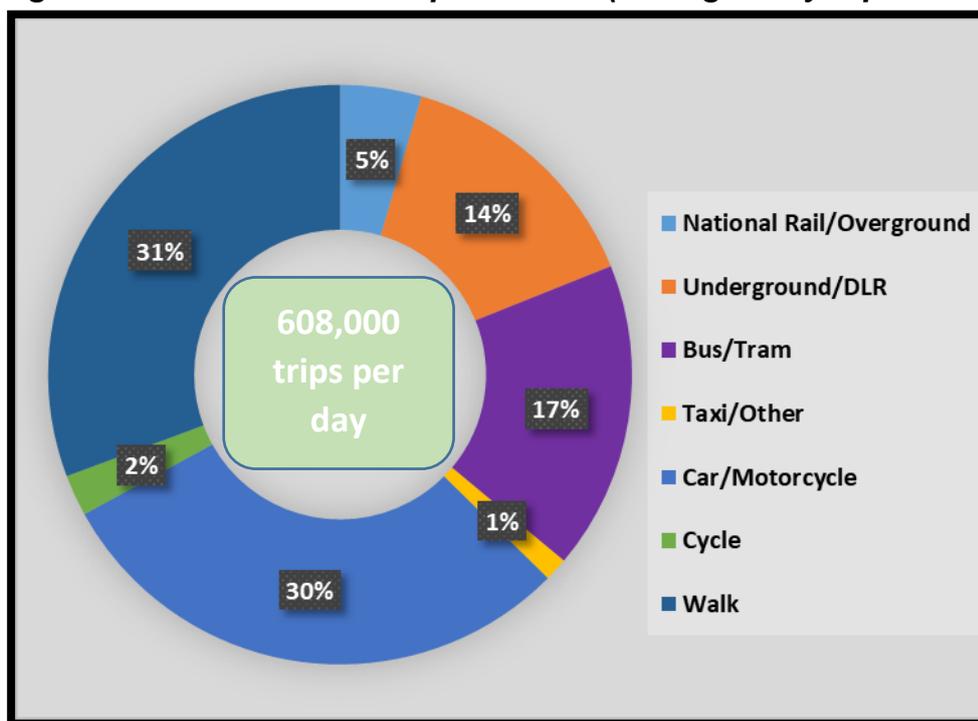
This section outlines the latest trends for walking and cycling in Brent, sets out our achievements to date and highlights the potential for increasing levels of active travel in the borough. It also details the barriers that currently stop more people from walking and cycling that will need to be addressed. The section concludes by setting out the overarching priorities for active travel in Brent going forward.

What do we know about walking and cycling in Brent?

- **How many people are walking and cycling?**

Walking currently accounts for around one-third of all trips in London³. However, there are significant variations across the Capital. For example, whilst walking is the most common form of transport in central and inner London (40% of all trips are made on foot), in outer London walking is less common, with only 28% of trips made on foot. There are currently around 188,000 walking trips made every day in Brent - representing about 31% of all daily trips in the borough (see Figure 2.1).

Figure 2.1: Mode share of trips in Brent (average daily trips 2017/18 – 2019/20)



Source: London Travel Demand Survey 2017/18 – 2019/20, TfL

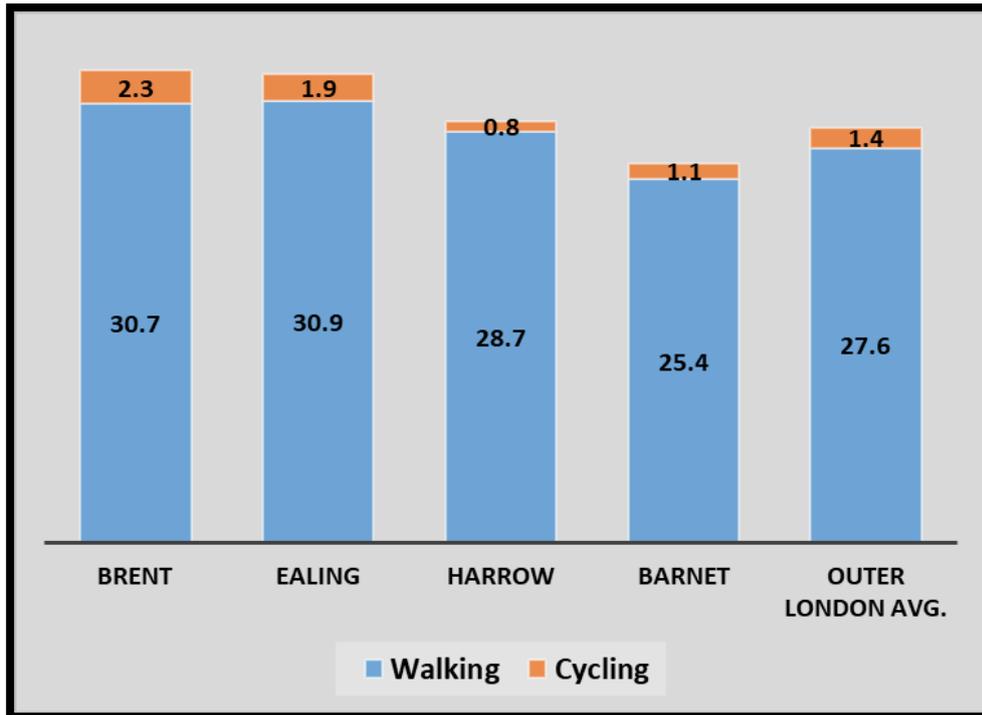
Whilst levels of cycling in London as a whole have more than doubled since 2000, increasing on average by around 5% per year up to the start of the pandemic in 2020⁴, the overall mode share remains relatively small at 2.6% across Greater London⁵. Cycling mode share in Brent is currently 2.3% - equating to around 14,000 cycling trips per day. Whilst this is below the figure for central and inner London (4.2%), it is above the average for outer London (see Figure 2.2).

³ London Travel Demand Survey 2017/18 – 2019/20, TfL

⁴ Travel in London Report 15, TfL 2022

⁵ London Travel Demand Survey 2017/18 – 2019/20, TfL

Figure 2.2: Walking and cycling percentage mode share – borough comparison



Source: London Travel Demand Survey 2017/18 – 2019/20, TfL

Active travel and the pandemic

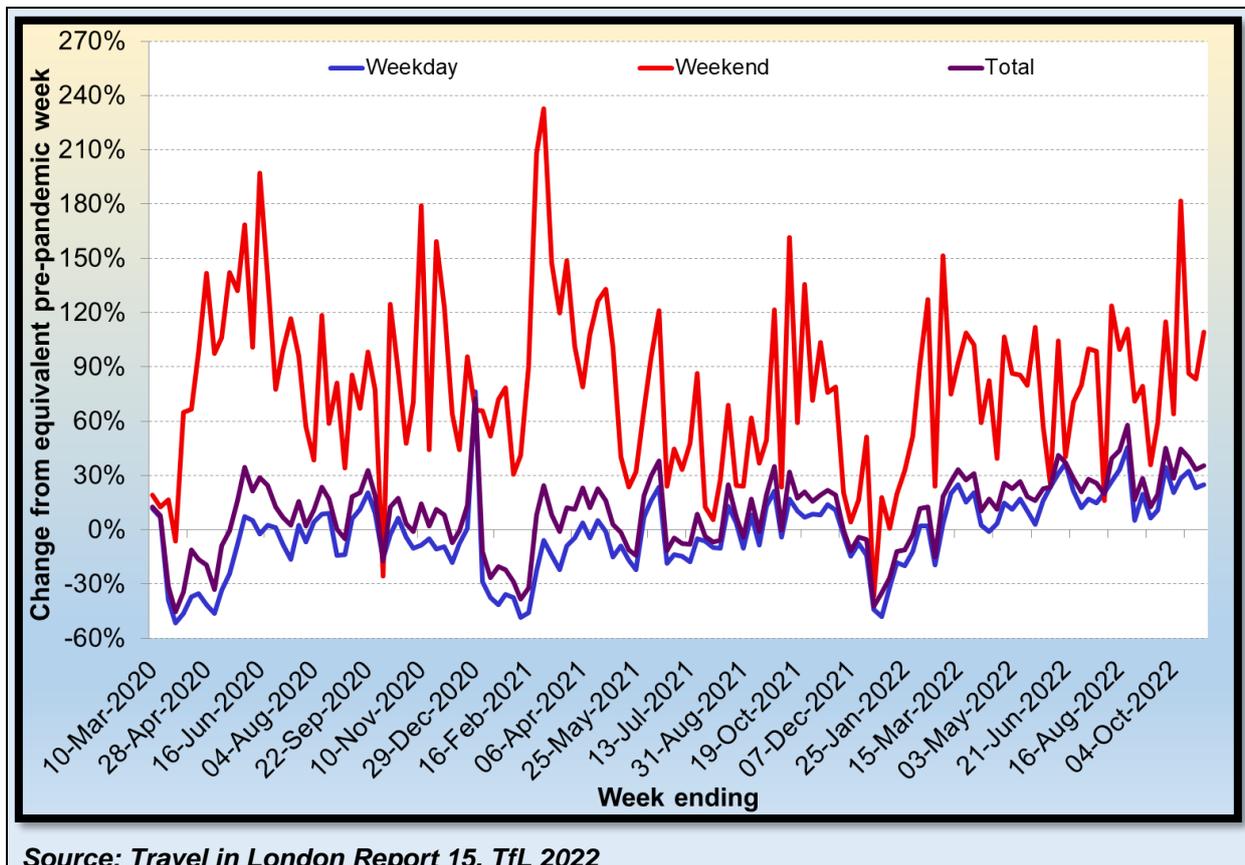
The recent COVID-19 pandemic profoundly impacted the way in which people lived, worked and travelled as evidenced by the public’s desire to be more active, and the rise in popularity of walking and cycling.

Data from TfL⁶ indicates that walking accounted for almost 60% of all trips made by London residents during restriction-affected January-March 2021 and typically more than 40% during other periods of the pandemic. This compares to 35% before the pandemic. Most of these walking trips were local trips in inner and outer London. The latest available data (April-September 2022) shows that the walking mode share for London residents was 41%, lower than the pandemic average but still higher than representative pre-pandemic values.

A similar picture emerges for levels of cycling. According to TfL data, the overall impact of the pandemic was to boost cycling, particularly at weekends (see Figure 2.3, below). The latest available data confirms that post-pandemic cycling levels in spring 2022 were firmly above the pre-pandemic baseline, with weekday cycle kilometres travelled in London 18% higher in 2022 compared to 2019 and the seven-day average number of trips 14% higher over the same period. The highest growth was seen in central London, followed by inner and outer London.

Figure 2.3: Cycle flow at automatic cycle counters, Mar 2020-Sep 2022 vs 2019

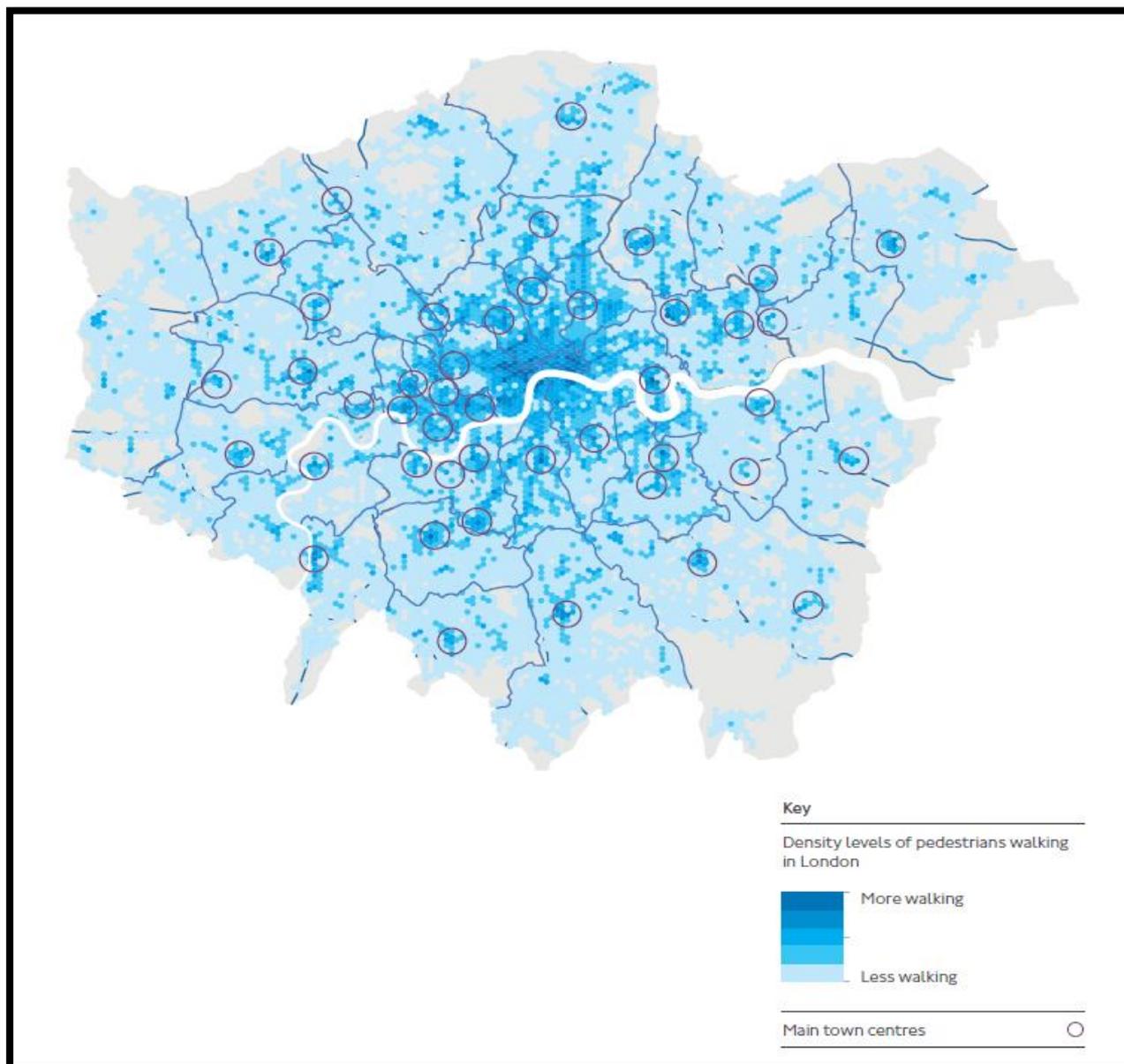
⁶ Travel in London Report 15, TfL 2022



- **Where are people walking and cycling and for what purpose?**

Figure 2.4 shows those areas of London with the highest levels of walking activity. In general, people living in the more densely built-up urban areas of central and inner London and those with good access to public transport are more likely to walk. Where building densities are lower, such as in the more suburban areas in outer London, and where public transport is generally less available, people are often more reliant on cars to get around.

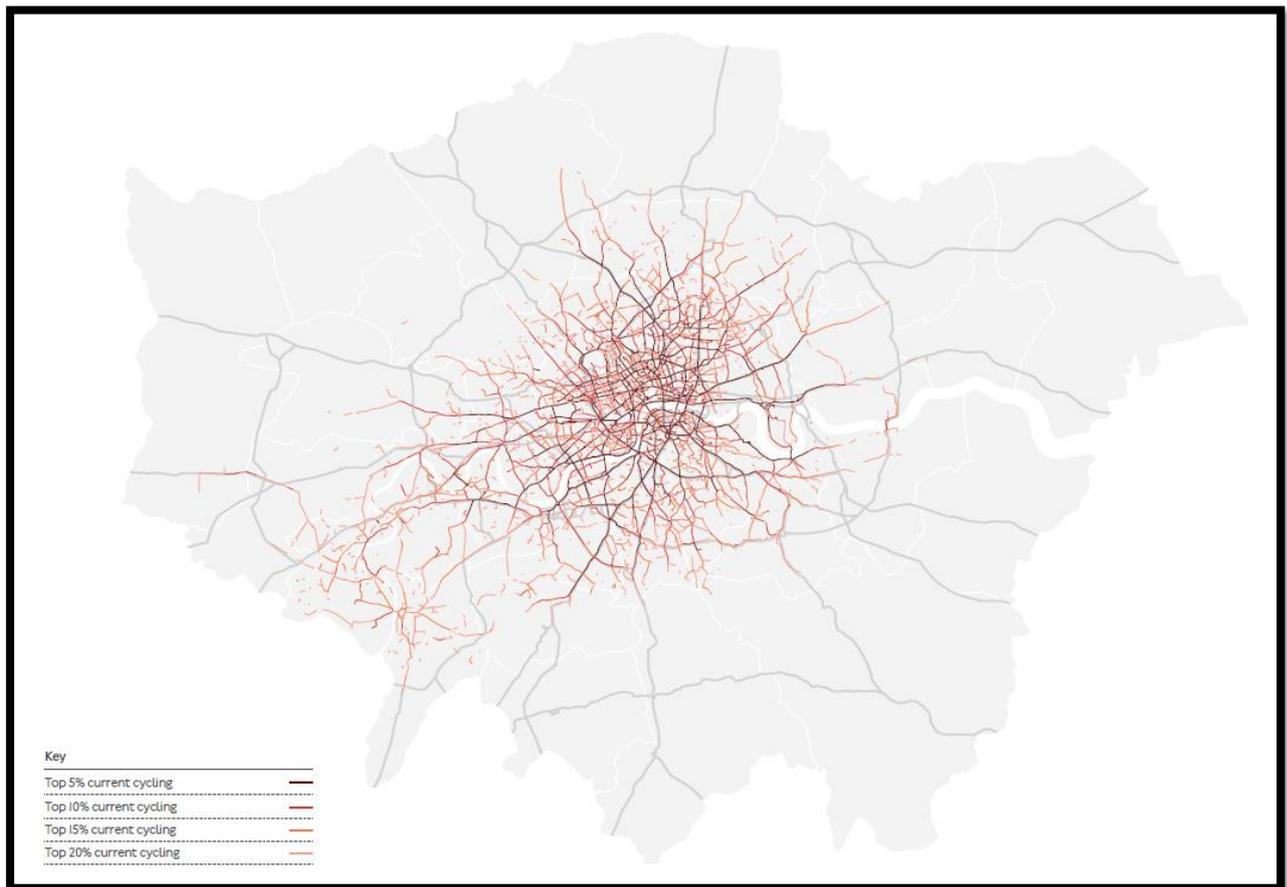
Figure 2.4: Walking levels in London



Source: Walking Action Plan, TfL 2018

Figure 2.5 shows the busiest areas for cycling in London in recent years, based on the latest TfL monitoring and modelling data. The areas with the most cycling at present are in central and inner London, with comparatively busier routes for cycling than in most outer London boroughs.

Figure 2.5: Cycling levels in London



Source: *Cycling Action Plan, TfL 2018*

Data collected by TfL through the London Travel Demand Survey (LTDS) suggests that most walking trips (64%) made by people in London are for shopping, personal business and leisure purposes⁷ (see Figure 2.6). In contrast, 47% of all cycle trips in London involve journeys to the workplace or for other work-related purposes⁸.

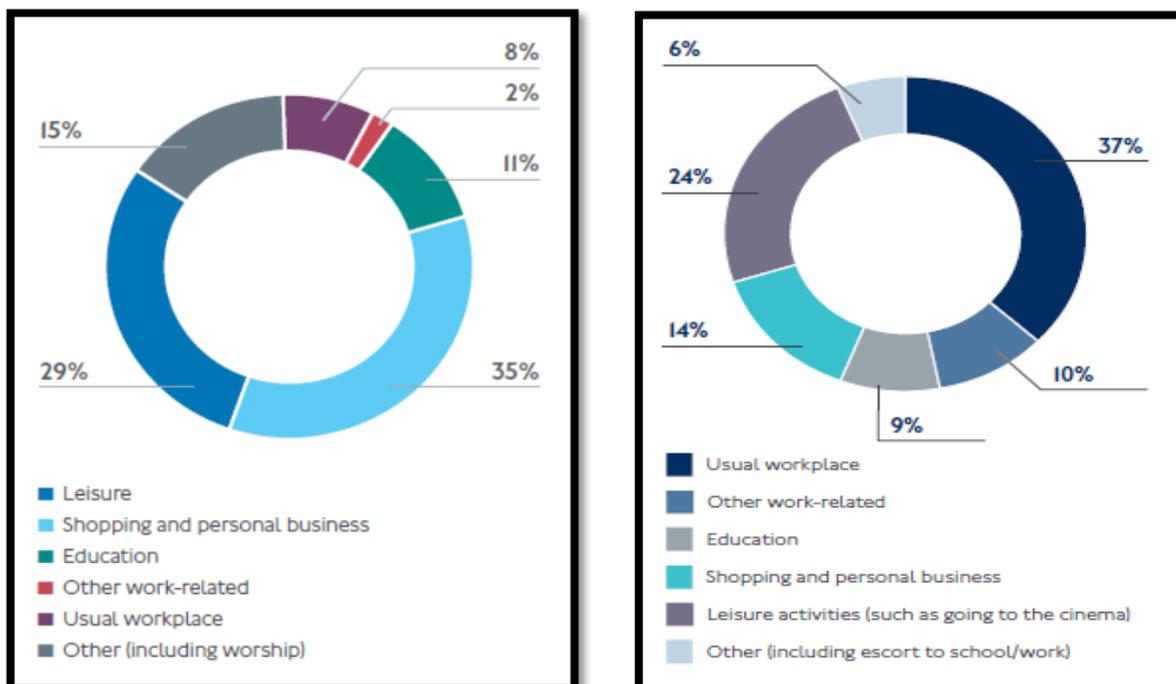
Figure 2.6: Purpose of walking and cycling trips

Walking trips

Cycling trips

⁷ Walking Action Plan, TfL 2018

⁸ Cycling Action Plan 2, TfL 2023



Source: *Walking Action Plan, TfL 2018; Cycling Action Plan 2, TfL 2023*

According to data from the 2021 Census, walking to work accounts for around 7% of trips in Brent. In contrast, less than 3% of trips to work are made by cycle.

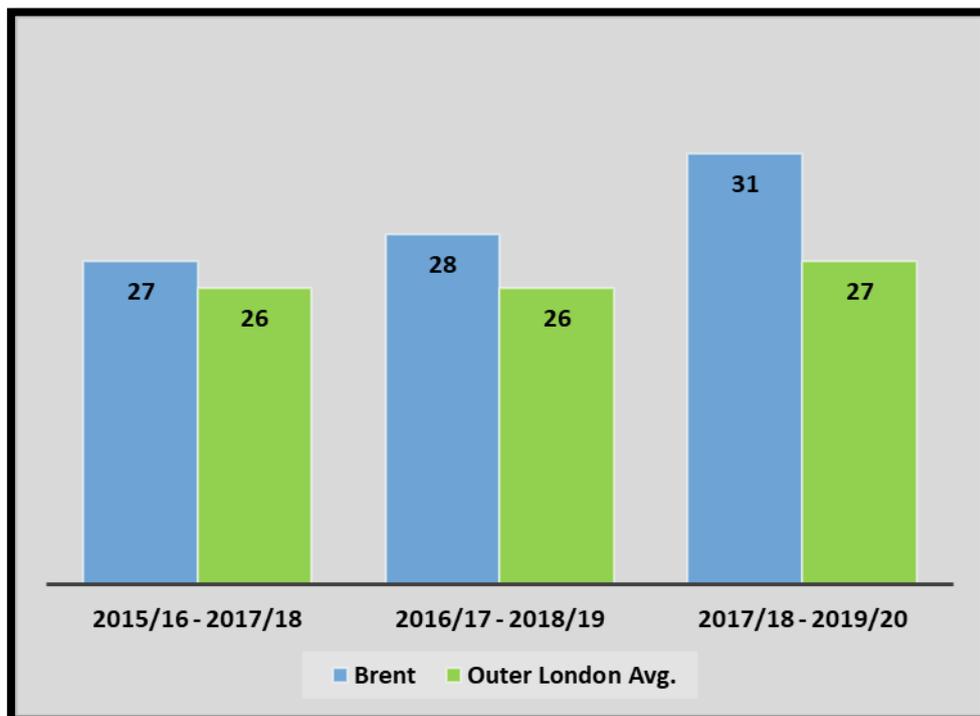
- **Who is walking and cycling?**

Evidence suggests that young adults in London are more likely to travel actively⁹. Residents aged 25-44 are the age group with the highest proportion of people (36%) achieving the recommended physical activity target of 20 minutes a day through active travel. The percentage of the population meeting their physical activity requirement through active travel decreases with age. Just 24% of London residents aged over 65 achieve two 10-minute periods of active travel per day. It is recommended that children do a minimum of one hour of physical activity each day. Eight out of 10 children in London do not achieve this.

The most recent data from TfL indicates that around 31% of Brent residents are doing the recommended 20 minutes of active travel a day – up from 27% in 2015/16 – 2017/18 which is above the outer London average (see Figure 2.7).

Figure 2.7: Percentage of Brent residents doing at least two x10 minutes of active travel a day

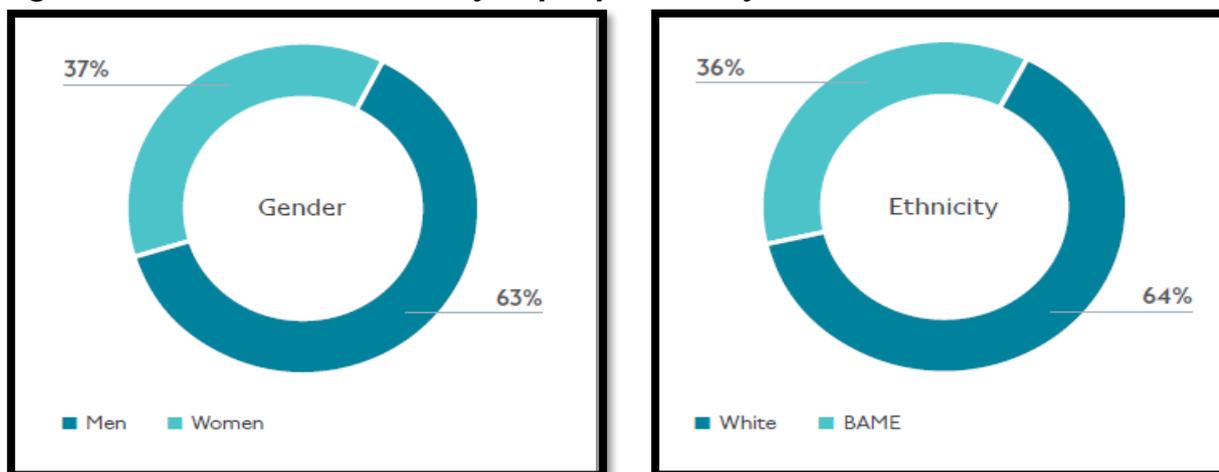
⁹ Walking Action Plan, TfL 2018



Source: London Travel Demand Survey 2017/18 – 2019/20, TfL

Data from TfL also reveals that the barriers to active travel are particularly acute for groups who are currently under-represented, such as women and BAME people. For example, there is still a higher proportion of men cycling than women; and a higher proportion of white people than black, Asian and minority ethnic (BAME) people. Active travel (and cycling in particular) clearly does not yet reflect the Capital’s great diversity (see Figure 2.8).

Figure 2.8: Gender and ethnicity of people who cycle in London



Source: Cycling Action Plan, TfL 2018

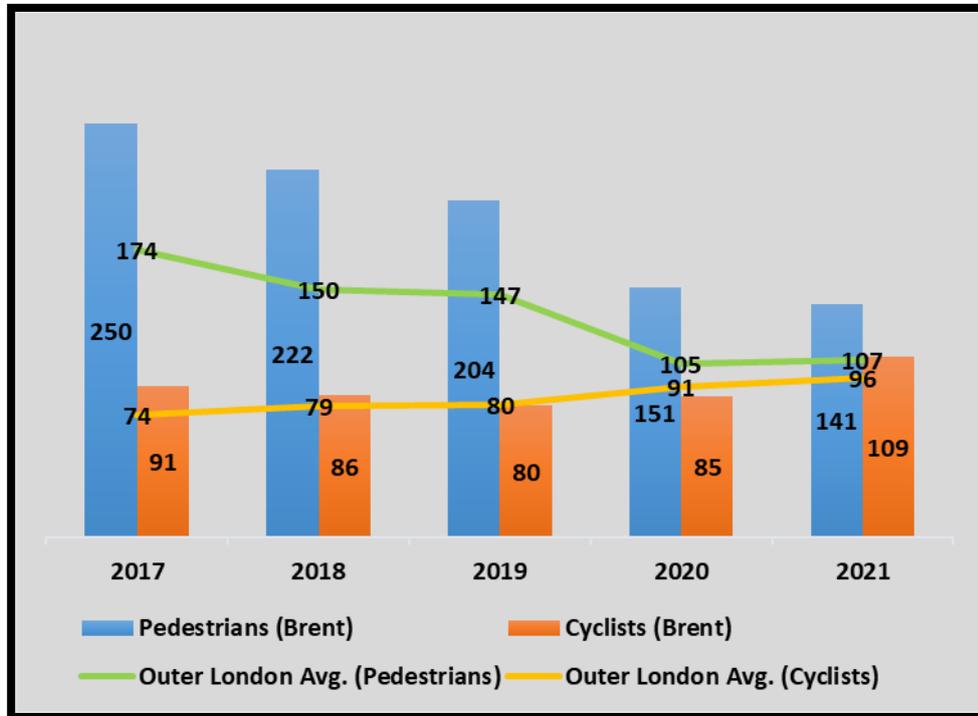
• Other important trends?

Data from TfL indicates that there has been a fall in the number of reported pedestrian casualties in the borough over recent years (down 44% between 2017 and 2021). These trends are mirrored across London as a whole¹⁰.

¹⁰ London Travel Demand Survey 2017/18 – 2019/20, TfL

Whilst there has been a significant decrease in the risk of being killed or seriously injured while cycling in Brent since 2000, showing the positive impact of investment in infrastructure and other measures to reduce road danger over this time, the number of cyclist casualties has increased by 20% over the last few years (see Figure 2.9). This needs to be addressed, and there is still more to do to make cycling safer in Brent.

Figure 2.9: Pedestrian and cyclist casualties in Brent



Source: London Travel Demand Survey 2017/18 – 2019/20, TfL

What has been achieved so far?

The Council and its partners have been working hard to improve conditions for active travel in the borough by delivering critical improvements to transport infrastructure; raising awareness of the various benefits of walking and cycling; and providing support and training for people looking to change their travel behaviour. Notable achievements since 2016 include:

- Implementing around 6km of new cycle routes, including the Brent section of Quietway Cycle Route 3 from Kilburn to Gladstone Park; a semi-segregated cycle route in Carlton Vale; and new segregated cycle facilities in Kingsbury town centre.
- Removing the historic bylaw prohibiting cycling in the borough’s parks.
- Installing nearly 1,000 new public on-street and residential cycle parking spaces, including 180 Sheffield Stands and 104 Bike Hangers.
- Launching a ‘dockless’ cycle hire scheme managed by the transport/shared mobility company Lime. Operating with 500 e-bikes located across the borough, the scheme currently has over 100,000 users in Brent and has generated over 500,000 local cycling trips since operations began in 2019.
- Providing new/improved pedestrian wayfinding - including Legible London signage in town centres, at stations and other key visitor attractions across the borough.

Pedestrian wayfinding signs have also been installed in many of our parks and open spaces.

- Undertaking street audits and footway decluttering as part of comprehensive town centre improvements in Kingsbury, Wembley, Church End and Kilburn.
- Developing a Road Safety Analysis & Action Plan which identifies priority locations for road safety/speed reduction measures in the borough.
- Providing cycle training for over 2,800 adults and around 11,500 school pupils since 2017. We have also hosted over 120 Dr Bike sessions in this period and helped set up a number of adult bike clubs. Through an informal partnership with Joyriders we have also delivered a number of events/cycle rides predominantly for Muslim women.
- Delivering over 12,000 events and activities as part of the Bike It programme between 2018 and 2020, engaging around 30,000 pupils in more than 30 schools. This resulted in a doubling in the number of pupils cycling to school every day at several schools.
- Working with schools in the borough to develop travel plans to promote active travel as part of the daily journey to school. There are currently 42 primary schools with active travel plans in place – 27 of which have achieved gold accreditation.
- Participating in the Sustrans led 'Big Pedal Competition' and, more recently, the 'Big Walk and Wheel Challenge' as a means of encouraging pupils to walk, cycle and scoot to school. We also partnered Cambridge University in a study with schools to highlight benefits of walking to school and improvements that could be made along routes.
- Hosting an annual Car Free Day event at different locations across the borough to promote walking and cycling; as well as providing regular messaging and running campaigns about the benefits of active travel. We have also hosted a series of webinars which examined the barriers to cycling and how these might be addressed.
- In partnership with the Public Health team delivering a range of walking and cycling initiatives, including several 'Cycle on Prescription' programmes; establishing weekly 'Walk for Health' walks; and providing support to a number of community organisations to set up local cycling groups.
- Establishing a 'Try Before you Bike' scheme, enabling residents to pay monthly to try out a range of bikes (including children's, hybrid, folding bikes, e-bikes and e-cargo bikes) without a commitment to purchase, with cycle training provided.

What is the potential for increasing levels of walking and cycling in Brent?

There is significant potential to increase levels of walking and cycling in Brent. Data from TfL indicates that, every day, Londoners make around 1.5 million short trips by car, taxi or bus that could be walked instead¹¹. In contrast, there are more than eight million journeys by car, taxi, Tube and bus that could potentially be switched to cycling instead¹².

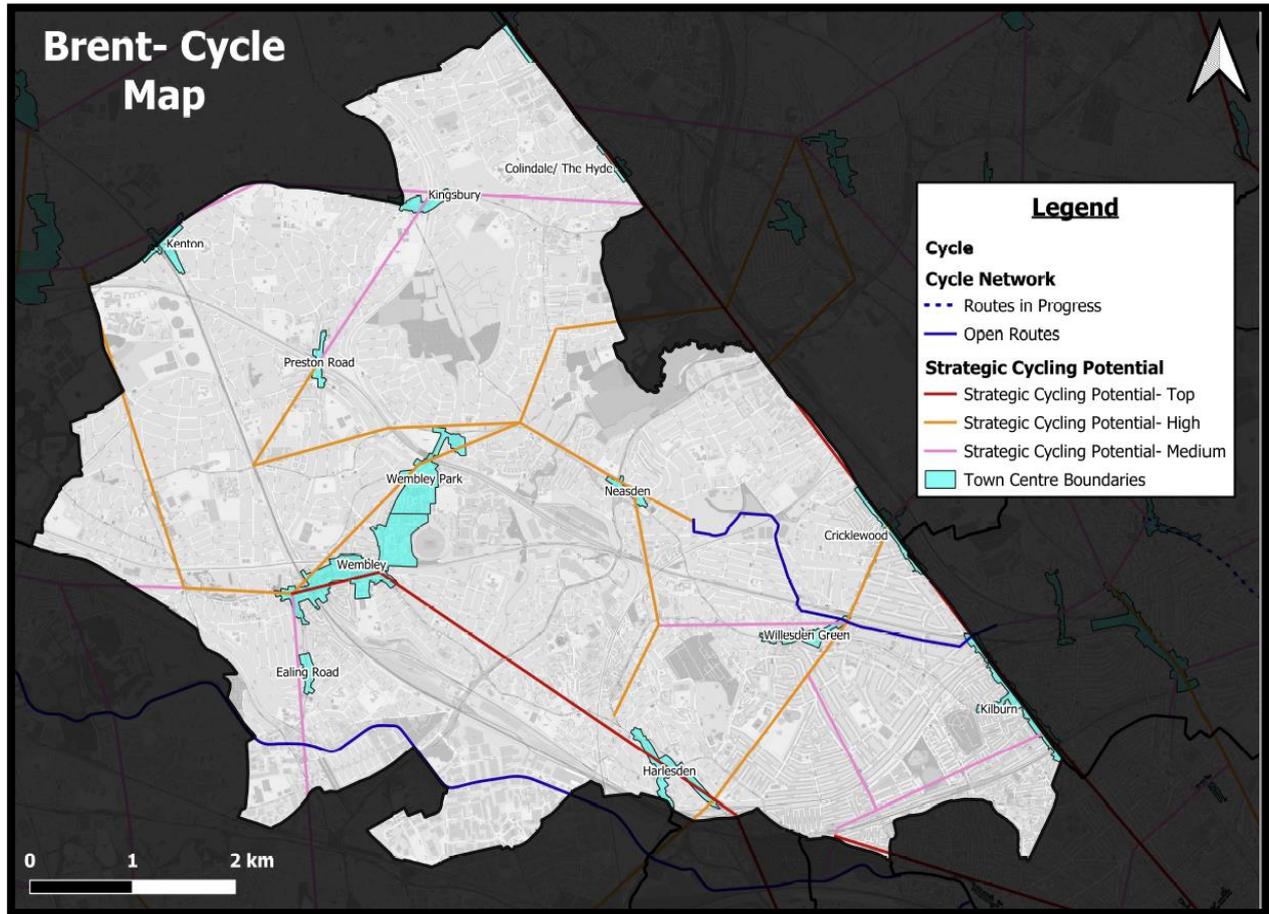
Outer London has the greatest walking and cycling potential. More than 60% of all walkable trips made in London every day by car, bus or taxi are made in outer

¹¹ Walking Action Plan, TfL 2018

¹² Cycling Action Plan, TfL 2018

London¹³. Similarly, 55% of all journeys that could be cycled take place entirely within outer London¹⁴. Figure 2.10, below, shows those areas of Brent with the highest strategic cycling potential.

Figure 2.10: Brent strategic cycling potential



Source: Strategic Cycling Analysis, TfL 2018

What are the main challenges we need to address?

Despite our achievements to date, it is clear more still needs to be done if we are to realise the potential for increased levels of walking and cycling in Brent. As outlined in Section 1, amongst the key barriers that we will need to address include:

- Poor infrastructure – including a lack of safe cycling facilities, poor quality cycle routes and a lack of secure cycle parking;
- A lack of safe crossing facilities;
- Narrow and cluttered footways.
- Volume and speed of road traffic and its perceived priority over active travel modes which often result in unsafe conditions for walking and cycling;
- Poor/inconsiderate driving behaviour, with a lack of respect shown to people walking and cycling. Pavement parking is a commonly cited issue;

¹³ Walking Action Plan, TfL 2018

¹⁴ Cycling Action Plan, TfL 2018

- Personal security concerns – especially amongst women and young people.

Other common barriers to active travel often mentioned include lack of access to a cycle, a lack of time and/or fitness and having a disability. There is also a view amongst certain groups that walking and cycling are seen as ‘low status’ activities, with some people actively aspiring to own and drive a car. Addressing these ‘attitudinal’ barriers will also be an important consideration.

What are the priorities for active travel in Brent?

Our main priorities for active travel are outlined below. Informed, in part, by the challenges and opportunities identified above, and to build on our achievements to date, they are predicated on reducing car dominance and putting the needs of pedestrians and cyclists first; delivering cycling and walking infrastructure that is fit for purpose and accessible to all; and providing our residents with access to high-quality training and appropriate equipment.

1. Make our streets safer and more inclusive for walking and cycling

Research shows people are often deterred from walking and cycling by too much traffic and traffic travelling too fast, as well as by safety and personal security concerns, having a disability and a view that streets need to be more pedestrian and cycle friendly. With a focus on all aspects of planning and decision-making, we will ensure our streets and places are better designed, with less and slower traffic and greater priority given to people walking and cycling to overcome these barriers.

2. Improve the quality and visibility of our walking and cycling infrastructure

As well as improving street environments for pedestrians and cyclists, providing high-quality and more visible walking and cycling infrastructure will also be vital to enabling more people to travel by active modes of transport. To this end, we will commit to implementing a clearly defined, joined-up network of active travel routes and rolling out other infrastructure improvements that will make walking and cycling in Brent safe, convenient and attractive options for more people.

3. Equip our communities with the confidence and means to walk and cycle

Appealing pedestrian and cycling environments and high-quality walking and cycling infrastructure are required to encourage more people to walk and cycle. However, giving people the confidence and motivation to walk and skills and means to cycle are equally important. To complement the planned physical improvements, we will put in place a comprehensive programme of support, advice, training and community events; and ensure that people have access to appropriate equipment for cycling, with the aim of raising the profile of and removing the socio-economic barriers to active travel.

The plan priorities have also been formulated having regard to – and to ensure consistency with – the aims and objectives in the LTTS and other key borough plans and strategies, including the Borough Plan, the Climate and Ecological Emergency Strategy, the Joint Health and Wellbeing Strategy and the Draft Air Quality Action Plan. We have also sought to align the plan with the objectives and priorities outlined in key

national and mayoral plans, including the Cycling and Walking Plan for England, the Mayor of London’s Transport Strategy and TfL’s Walking and Cycling Action Plans (see Figure 2.11, below). The valuable feedback received from various local consultation and engagement exercises has also played an important part in shaping these priorities.

Figure 2.11: Wider policy considerations

| National Plans/Strategies | Key Themes/Priorities |
|---|---|
| <ul style="list-style-type: none"> • Inclusive Transport Strategy • Clean Air Strategy • Cycling and Walking Plan for England • Transport Decarbonisation Plan | <ul style="list-style-type: none"> • Providing better journey planning information • Improving local walking and cycle links • Creating inclusive/easy to use streetscapes • Providing better cycle parking facilities • Embracing e-cycles and other technologies |
| Mayoral Plans/Policies | Key Themes/Priorities |
| <ul style="list-style-type: none"> • London Plan • Mayor’s Transport Strategy • London Environment Strategy • London Health Inequalities Strategy • Economic Development Strategy for London • Walking Action Plan • Cycling Action Plan | <ul style="list-style-type: none"> • Creating ‘Healthy Streets’ that encourage walking and cycling • Securing investment in new walking and cycle infrastructure and street environments • Creating a comprehensive London-wide cycle network • Addressing severance and reducing road danger • Increasing levels of daily activity • Planning new developments around walking and cycling for local trips • Integrating walking with public transport • Supporting a culture change • Increasing cycle parking and cycle training |
| Borough Plans/Policies | Key Themes/Priorities |
| <ul style="list-style-type: none"> • Borough Plan • Brent Local Plan • Long Term Transport Strategy Review • Inclusive Growth Strategy • Climate and Ecological Emergency Strategy • Draft Air Quality Action Plan • Joint Health and Wellbeing Strategy | <ul style="list-style-type: none"> • Making walking and cycling infrastructure safer, more accessible, friendly, inclusive, and well-maintained • Securing new/improved walking and cycling routes • Implementing targeted road safety improvements • Providing secure cycle parking facilities • Developing travel plans for schools/workplaces • Implementing Healthy (Low Traffic) Neighbourhoods and School Streets • Creating useable green and healthy spaces • Improving access for people with a disability |

3. Delivering Improvements

This section outlines the measures and actions required to address the various issues and challenges and to achieve the overarching plan aims. Details of how these interventions could be funded and the timescales for delivery are also set out. In addition, we also highlight the important role of Brent’s communities and various stakeholders in ensuring the successful delivery of the plan proposals.

Active travel delivery programme

The active travel delivery programme sets out the measures and interventions the Council and its partners are proposing to implement as a means of addressing the issues and challenges identified above and to achieve an improved culture and environment for - and to increase levels of – walking and cycling in Brent. The various measures are set out under the three main priority headings and include a list of key actions that the Council will commit to undertake.

1. Make our streets safer and more inclusive for walking and cycling

Ensuring our streets and places are better designed, with less and slower traffic and priority given to people walking and cycling is key to overcoming the barriers to active travel in Brent. Making it easier for those less able to get around is also an important consideration. The main delivery programme measures we are proposing that will help achieve this are outlined below – with ‘Healthy Streets’ and ‘Vision Zero’ embedded at the heart of our decision-making.

Adopting the Healthy Streets Approach to improve the walking and cycling experience in Brent

The Healthy Streets Approach puts active travel at the centre of the planning process. It focuses on creating streets and places that are pleasant, safe and attractive, where noise, air pollution, accessibility and lack of seating and shelter are not barriers that prevent people, particularly the most vulnerable, from getting out and about.

By embedding the Healthy Streets Approach at the heart of our decision-making, we will improve the walking and cycling experience in Brent. At a street level, this will mean investing in infrastructure and the urban realm to provide safe, clean and attractive environments for people walking and cycling. At a network level, we will need to design and manage our streets, places and wider transport system to build active travel into every journey. As Brent continues to grow, we also need to design active travel into new developments and regeneration projects so that walking and cycling are convenient and attractive options.

Working closely with developers and our contractors, we will mandate that TfL’s Healthy Streets Check for Designers is applied to all transport and development schemes where changes to the street layout are expected to significantly affect the experience of people walking, cycling and accessing public transport.

Healthy Streets Indicators



- **Create streets and places that prioritise people walking and cycling**

Our ambition is to transform Brent’s streets and neighbourhoods to reshape the landscape for active travel, with the identification and implementation of projects which will make it easier and safer to walk and cycle, as well as reduce pollution and create exemplar places. A key focus is on creating streets and places that prioritise pedestrians and cyclists and which are not dominated by motorised vehicles.

Through our Healthy Streets and Places programme (see below) we will identify and deliver improvements to our main town and district centres, forecourt areas around stations and other key trip generators such as schools, hospitals and visitor attractions. A priority for the delivery of comprehensive walking and cycling improvements will be those areas forming part of our Green Neighbourhoods initiative.

As a first step, we will review and prioritise the implementation of schemes identified in the 2020 Active Travel Consultation, followed by the identification and development of a pipeline of more comprehensive schemes to be implemented in future years.

Key Action:

- 1. Review and prioritise the implementation of schemes identified in the 2020 Active Travel Consultation.***

Brent Healthy Streets and Places

Our Healthy Streets and Places programme seeks to build on our existing LIP funded corridors and neighbourhoods improvements programme, with the aim of improving people’s health and wellbeing and facilitating social inclusion. The focus is on delivering comprehensive, ‘high impact’ schemes, implemented over wider areas to address multiple issues and bring about a greater range of benefits to more people.

Guided by TfL's 'Healthy Streets' and 'Vision Zero' principles and developed and implemented in partnership with a variety of stakeholders, schemes will seek to reduce the dominance of traffic; prioritise pedestrians, cyclists and other vulnerable road users; and enhance the quality, resilience and general accessibility of the wider public realm in the areas in which they are implemented.

As experts in their area, local communities hold the keys to change and schemes will be underpinned by community-led street design. Interventions will vary from area to area, depending on the types of issues faced and level of support from residents and other stakeholders, but will include a mix of infrastructure improvements backed up with behaviour change programmes. Typical measures might include traffic-calming/reduction measures, new cycling and walking facilities, and place-making features - and supported with cycle training and walking group programmes for adults and children.

Quick Win:

Measures such as street trials are a great way of showing people the potential of their local streets and public spaces for uses other than moving cars. As such, we will support the introduction of temporary, light-touch and low-cost projects that seek to reduce car dominance and make space for walking and cycling, and to act as catalysts for more permanent changes in the future.

- **Make our streets safer for pedestrians and cyclists**

One of the most important actions that can be taken to make our streets safer and ensure people feel safe when walking and cycling is lowering speeds. A key priority for the Council is the roll-out of further 'School Streets' schemes (see below) across the borough to make roads outside schools safer for pupils and to cut local air pollution.

Key Action:

2. Facilitate the roll-out of new and expanded School Streets schemes prioritising 'high risk' locations in terms of road safety and exposure to poor air quality.

Brent School Streets

In 2020, the council began the roll-out of emergency School Streets at 30 schools across the borough to bring about a reduction in cars around school gates and to help families social distance during the recent Covid-19 pandemic.

Delivered in partnership with TfL and the borough's schools, the Schools Streets programme aims to make the roads safer for pupils and to cut local air pollution. In discouraging car use, the Council also hopes to encourage more people to walk and cycle as part of their daily routine.

Schools in Church End, Cricklewood, Harlesden, Neasden and Stonebridge are among the locations where School Streets have been introduced. Locations were selected on the basis of a number of criteria, including road safety issues; exposure to poor air quality; and where support was needed to enable social distancing. Schemes were introduced as temporary measures using an experimental traffic order and following a recent review, many of these schemes have now been made permanent.

The Brent LTTS includes a commitment to explore the implementation of more 20mph speed zones across the borough. As a first step, we will produce a business case for the introduction of these, informed by the latest road safety data which, if feasible, could be rolled-out during the lifetime of this plan. We will also explore the potential for introducing a borough-wide 20mph speed limit similar to those implemented in other parts of London.

Key Action:

3. Produce a business case for the introduction of more 20mph speed zones for possible implementation during the lifetime of this plan.

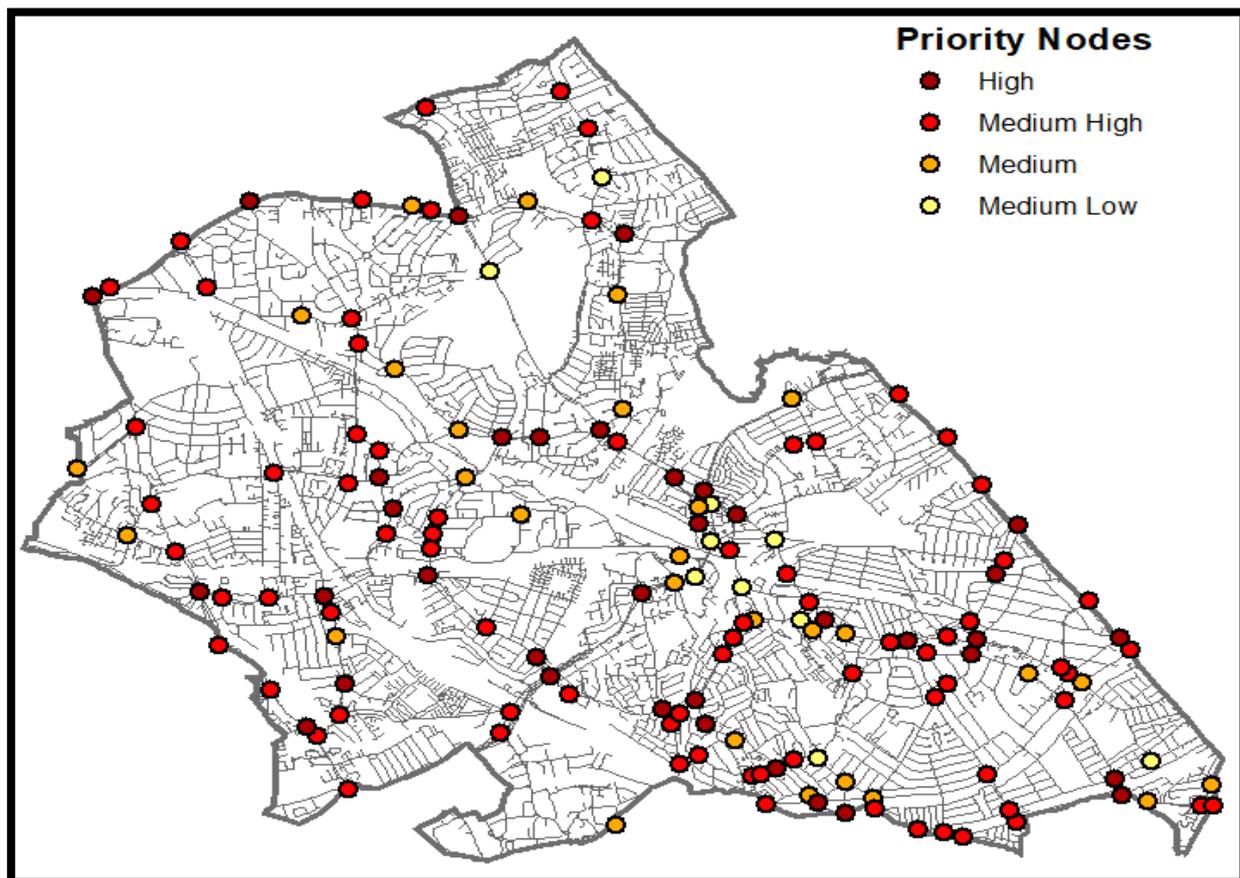
In 2021 the Council commissioned a Road Safety Analysis study which highlighted that vulnerable road users, such as pedestrians, cyclists and powered two-wheelers, are the most likely user group to be killed or seriously injured, with a high proportion of serious and fatal collisions occurring at road crossings and junctions in the borough.

Through our 'Safer Streets and Places' programme, we will take action to reduce road danger on our network, prioritising those 'high-risk' locations identified in the study. We are currently implementing improvements to several key junctions, including at Wembley Park Drive/Wembley Hill Road/Park Lane and Kenton Road/Woodcock Hill and are developing proposals for several others, including the busy Northwick Park roundabout and the Neasden gyratories (see below). Subject to funding, our aim is to deliver improvements to all 'high' priority junctions identified in the study (see Figure 3.1, below).

Key Action:

4. Develop a pipeline of road crossing and junction improvement schemes for delivery under our Safer Streets and Places programme.

Figure 3.1: Priority locations for road safety interventions



Neasden Town Centre Connectivity and Placemaking Strategy

Neasden is a strategically important town centre located at the heart of Brent and situated close to a number of major growth areas. However, the area suffers from a range of problems, including long-standing transport, environmental and connectivity issues. These stem, in part, from the presence of the busy North Circular Road (NCR) and connecting road network, which separates the town centre from its residential hinterland and is a major source of congestion and pollution.

To address these issues, the Council is developing a Connectivity and Placemaking Strategy for the town centre and its environs. Among the key priorities include a need to address the severance caused by the major road network, improve public transport, cycling and walking connectivity, and to enhance the town centre and the surrounding urban environment.

As a first step to achieving this and to maximise opportunities for wider regeneration in the area, the Council has identified a package of highways and place making interventions which it is looking to develop further. Amongst the measures currently undergoing design and feasibility work include the reconfiguration of parts of the local road network to improve pedestrian, cyclist and driver safety; the construction of a new crossing over the NCR and new/improved connections to the town centre; and the rationalisation of the town centre bus and servicing routes.

Quick Win:

The Council has a range of tools at its disposal to achieve slow traffic speeds and reduce the effect of traffic. These include physical measures - such as traffic filtering, 'pocket parks', and play streets; and behaviour change programmes – including targeted enforcement, publicity and marketing campaigns. We will look at introducing more of these measures and initiatives as a means of making our streets safer for pedestrians and cyclists.

• Enhance the accessibility and inclusiveness of our streets

Street layouts should be intuitive and accessible for all people, comfortable and safe for use throughout the day. However, crowded and obstructed streets, narrow footways and cycle lanes, and damaged or poorly maintained roads and pavements are among the most common complaints cited by people walking and cycling. Such issues are often magnified when experienced by those with disabilities.

In line with our LTTS objective to create healthier, more resilient and more welcoming streets and neighbourhoods, we will explore opportunities to improve the accessibility and inclusiveness of our streets for those walking and cycling, including:

- Reviewing arrangements around pavement parking – one of the most common complaints made by people walking.
- Removing sources of pavement clutter and footway obstructions such as redundant signage, telephone kiosks, utility boxes, advertisement boards and unlicensed retail stands and al-fresco dining areas.
- Strengthening arrangements around where and how dockless bikes are parked in the borough to address issues around inconsiderate and unsafe cycle parking.
- Implementing timely carriageway and footway repairs and resurfacing, placing a greater focus on those areas with the highest levels of people walking and cycling.

Key Action:

5. Introduce more formal parking arrangements for dockless bikes operating in the borough, prioritising key trip generators and those areas with high levels of pedestrian activity.

• Optimise the management of our streets and neighbourhoods

Well-managed streets help people walk and cycle safely, swiftly and directly, while at the same time keeping traffic moving and reducing congestion. This can be achieved in many ways, although one of the quickest and least costly solutions involves reviewing the timings at traffic signals.

TfL has responsibility for all London's traffic signals and undertakes annual timing reviews at signal junctions and crossings. Through this work, they have managed to reduce the wait times for people walking and cycling at crossing locations across the borough.

We will work closely with TfL to identify more locations in Brent where alterations to signal timings can be made to improve journey times for pedestrians and cyclists, with a focus on locations close to schools, hospitals, transport hubs and other key trip generators in the borough. We will also work with TfL to identify locations in the borough where innovative traffic signal control technologies, such as SCOOT (Split Cycle Offset Optimisation Technique) and 'green man' authority can be implemented to further improve people's walking and cycling experience.

Key Action:

6. Identify and prioritise for delivery a programme of traffic signal improvements to enhance journey times for pedestrians and cyclists, with a focus on key trip generators across the borough.

2. Improve the quality and visibility of our walking and cycling infrastructure

To make walking and cycling safe, convenient and attractive options for more people in Brent will require the provision of new well-connected and accessible active travel routes linking key parts of the borough, as well as improvements to our existing walking and cycling infrastructure. Action to improve cycle parking, wayfinding and address severance across the walking and cycling network will also be needed. Making it easier to interchange between active modes and public transport for longer journeys is also an important consideration. Details of the specific measures and interventions proposed are set out below.

• Improve our existing walking and cycling infrastructure

At the core of our ambition for walking and cycling in Brent is the creation of a borough-wide active travel network, comprising high-quality, well-connected walking and cycling routes and supporting infrastructure.

As a first stage to developing this, the Council is currently undertaking a review of the existing walking and cycling network in the borough in order to understand what provision is currently made for pedestrians and cyclists; the quality of those routes (i.e. whether they meet current standards as set out in relevant guidance); and where there might be a need for new/improved infrastructure.

We aim to produce a comprehensive inventory and map of existing routes and infrastructure – highlighting where there are gaps in provision and where improvements are required – which will inform a pipeline of works to be delivered through future transport programmes (for example, via LIP funding) or as part of new development proposals (including via S106/CIL contributions).

Key Action:

7. Identify and prioritise improvements to the existing walking and cycling network for delivery through future transport programmes and development proposals.

Creating high-quality walking and cycling infrastructure

The way walking and cycling infrastructure is designed and built greatly influences who uses it, with the quality, safety and attractiveness of the active travel network among the many factors that deter some people from walking and cycling.

As part of our plans to create a high-quality, well-connected active travel network in Brent – one that can be used by people of all ages, abilities and confidence levels - we will ensure that all walking and cycling infrastructure is implemented in line with the latest standards and best practice and, as a minimum, adheres to the following design principles:

- **Coherent.** Walking and cycling networks should be designed so that people of all ages, abilities and confidence levels can reach their day-to-day destinations easily, along routes that connect, are simple to follow and are of a consistently high quality. In particular, the provision of adequately safe, attractive and comfortable facilities along main roads is crucial to creating a coherent cycling network.
- **Direct.** Walking and cycling routes should provide the shortest and fastest ways of travelling from place to place. This includes providing facilities at junctions that minimise delay and the need to stop. To make cycling an attractive alternative to driving short distances, cycle routes should be at least as direct – and preferably more direct – than those available for private motor vehicles.
- **Safe.** Walking and cycle infrastructure should be safe and perceived to be safe so that people of all ages, abilities feel confident to walk and cycle. Safety for all road users can be achieved by reducing motor traffic volumes and speeds, or, in the case of cyclists, by providing dedicated and protected space where a significant reduction in traffic speeds and volumes is not appropriate. Risks relating to crime and personal security can be reduced through passive surveillance and by providing lighting; whilst maintenance to address surface defects, overgrown vegetation, fallen leaves, etc. will help to reduce the likelihood of falls and crashes.
- **Comfort.** To make walking and cycling comfortable ways of travelling, routes must have good quality, well-maintained, smooth surfaces, adequate width for the number of users, minimal stopping and starting, and must avoid steep gradients, excessive or uneven slopes and sharp bends. Avoiding interaction with high speed or high volumes of motor traffic can also increase comfort levels for those walking and cycling. Comfort for all users including children, families, older and disabled people using three or four-wheeled cycles should also be considered.
- **Attractiveness.** The attractiveness of a route can affect whether people choose to make a journey by walking and cycling. People often value attractive walking and cycling routes with well-designed streets and public spaces, such as parks. Equally, people will avoid routes that cause concerns for their personal safety, such as routes with poor lighting or fast and dangerous traffic. Cycle infrastructure in particular should help to deliver public spaces that are well designed and be places that people want to spend time using.

- **Grow the Brent active travel network**

In parallel to this, we will work together with our communities and partners to implement a significant expansion of the active travel network to serve residents and businesses across Brent and beyond. As set out in the Brent LTTS, a key target is to increase the proportion of residents who have access to a safe and pleasant cycle network – rising from 6% currently to 80% by 2041.

Key Action:

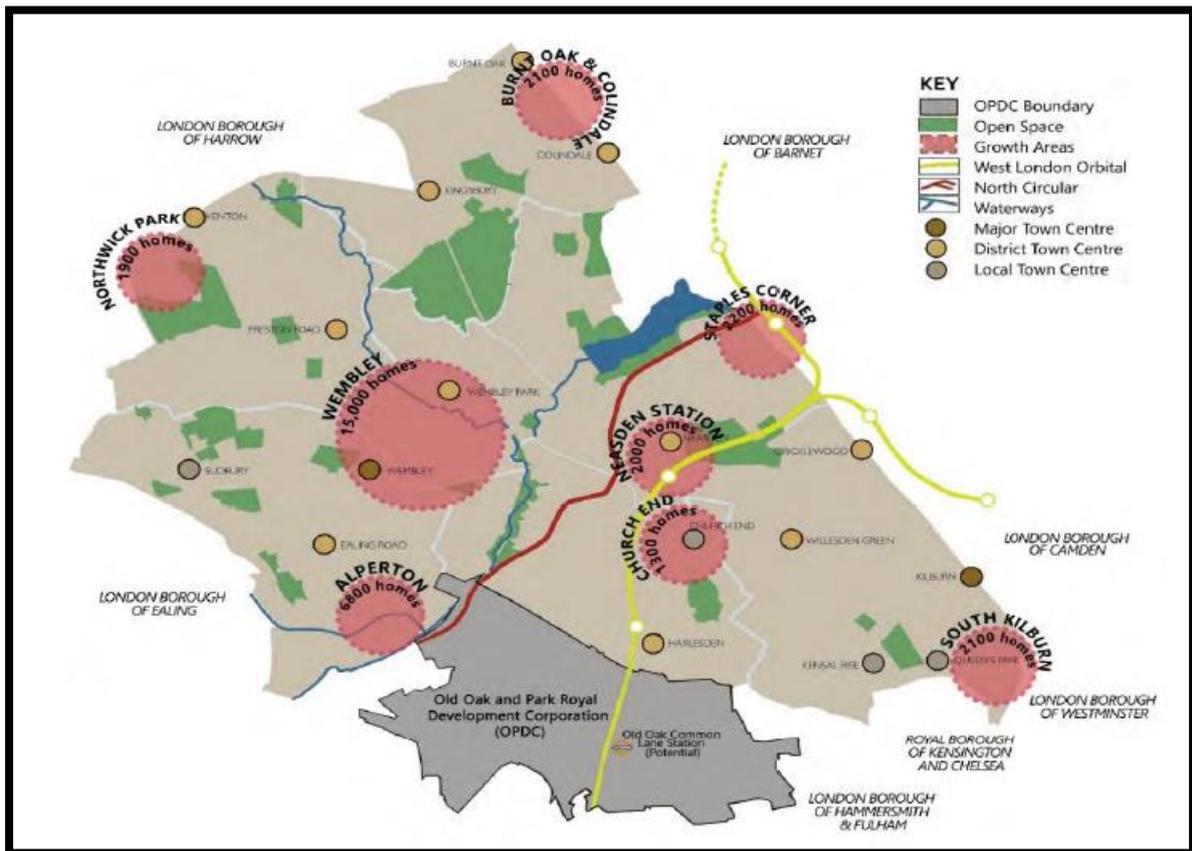
8. Identify and prioritise for delivery new walking and cycling routes as part of proposals to expand the active travel network in Brent.

The expanded active travel network will comprise the following distinct layers:

- **Strategic walking and cycling links**

With a focus on connecting the borough's growth areas (see Figure 3.2, below) - where significant numbers of people currently live, work and travel, and which are forecast to grow over the next 20 years - we will identify and implement a network of high-quality strategic walking and cycling links across Brent. Designed and delivered in line with TfL's new quality criteria for walking and cycling and supported by enhanced wayfinding facilities, routes will also link our main employment areas, town centres and transport interchanges, as well as providing connections to neighbouring boroughs.

Figure 3.2: Brent growth areas



- **Neighbourhood walking and cycling routes**

As well as the main strategic links, a network of neighbourhood walking and cycling routes linking our residential areas, district centres, suburban stations, schools and other important trip generators in the borough will also be identified and implemented. Under the banner of ‘Bent Healthy Routes’, we will work with our communities and partners to identify the best existing local routes to be upgraded and new routes to be implemented – all to the same high standard as the strategic routes.

- **Leisure walking routes and Rights of Way**

Brent has a number of leisure walking routes which link parks, waterways and historic sites and allow people to explore nature in the borough and to experience its historical and architectural heritage. These include the Capital Ring Walk which passes through Kenton in the north of the borough and around 16 kilometres of Public Rights of Way. The Council is committed to always keeping this network open and accessible to the public and maintained to a standard that is appropriate for the type of user.

- **Other routes**

We are also committed to completing delivery of the high-quality routes currently under development by TfL, including routes forming part of the ‘Cycleways’ programme. In Brent this includes the Wembley to Willesden Junction Healthy Streets Corridor Improvements Scheme (see below).

Wembley to Willesden Junction Healthy Streets Corridor Improvements Scheme

The Council is working closely with TfL and our local communities on developing proposals for a range of Healthy Streets improvements along a 5km corridor between Wembley and Willesden Junction (see Figure 3.3, below), with the aim of significantly improving the public realm and conditions for pedestrians and cyclists in the area.

Figure 3.3: Indicative Wembley to Willesden Junction Healthy Streets Corridor



The corridor is one of a number across London which have been identified as having some of the highest potential for walking and cycling but currently lack safe and user-friendly infrastructure. The delivery of this scheme will serve to further improve walking and cycling connectivity within the borough and help promote sustainable mode shift.

Work to progress the first phase of walking and cycling improvements between Wembley Central station and Harlesden station is currently underway, with consultation on proposals expected to commence later this year.

- **Address severance issues**

A key priority for the Council remains the need to improve pedestrian and cycle access over physical barriers such as major roads, railways and waterways as a means of reducing severance and connecting our diverse communities. We will seek to expand the reach of the Brent active travel network by identifying opportunities to address major sources of severance in the borough, including the North Circular Road, mainline and Underground rail lines and the Grand Union Canal (see below).

Key Action:

9. Identify and prioritise for delivery new/enhanced walking and cycling connections across key sources of severance in the borough.

Grand Union Canal Pedestrian and Cycle Bridge, Alperton

Alperton is a strategic Growth Area and GLA Housing Zone in the south of the borough which is undergoing significant redevelopment with plans to create 6,500 new homes, new workspace provision, community facilities and supporting infrastructure improvements - including a range of enhancements to the local transport network.

Among the key transport infrastructure improvements identified includes the delivery of a new pedestrian and cycle bridge across the Grand Union Canal as a means of improving walking and cycling connectivity in the area and to provide better active travel links to other parts of the borough and beyond.

In 2020 the Council commissioned a study to explore potential options for the location and arrangement of a new pedestrian/cycle bridge across the Grand Union Canal. The study investigated several options for the proposed new bridge, arriving at a preferred option which is currently undergoing further assessment around ecological impact and deliverability. Subject to the outcome of this work and following agreement by all relevant stakeholders, it is anticipated that more detailed design work will commence later this year.

- **Provide more secure cycle parking**

Despite the progress made to improve cycle parking provision in Brent in recent years, many people are deterred from cycling due to a lack of secure cycle parking – especially for non-standard cycles. This is a particular issue in high footfall destinations such as town centres and stations, and some of our older housing estates, where the supply of secure cycle parking facilities often does not meet demand.

Resolving this is a key priority, and we are committed to delivering more secure cycle parking across the borough, focusing on expanding the range of facilities available and increasing provision where demand and potential are greatest. In particular, we will:

- Work with TfL, Network Rail and train operating companies to provide more cycle parking at stations across Brent, including exploring opportunities to deliver secure cycle parking hubs.
- Engage with businesses, retailers and developers to examine ways to deliver additional secure cycle parking in priority locations such as our growth areas, town centres and business/retail parks. Providing secure parking facilities for cargo bikes for businesses is a particular priority.
- Deliver more on-street cycle hangars and retrofit our housing estates with secure cycle parking as part of a drive to improve residential cycle parking across the borough. We will also require that all new residential developments in the borough provide appropriate levels of secure cycle parking, in line with the policies in the Brent Local Plan.

Key Action:

10. Expand the provision of different types of secure cycle parking facilities across the borough, prioritising areas of high demand/cycling potential.

Tackling cycle theft

Many people are deterred from cycling due to a fear of having their cycle stolen. As well as providing more secure cycle parking spaces around the borough, we are also working closely with TfL and the Police to take wider action to deter cycle theft in Brent, including encouraging cycle marking and registration which are quick and effective ways for authorities to identify the legitimate owner of a bike and will help to eliminate the trade in stolen property.

BikeRegister is London's official cycle database, and we will look to promote this to our residents through a range of channels. We will also work with cycle shops in the borough to extend opportunities for cycle marking and registration at the point of sale and maintenance. We will also explore other measures to reduce cycle crime and deter criminal behaviour in the borough, including improving the design and location of cycle storage solutions - both on-street and in buildings - providing additional CCTV and improving street lighting.

Quick Win:

Cycle training sessions represent a good opportunity to convey to people crucial information on combating theft, such as through cycle marking and secure locking techniques.

• Improve signage and wayfinding

Effective signage and wayfinding are an essential element of making it easier for people to walk and cycle. In particular, a consistent system of signing for pedestrians and cyclists makes active travel more accessible to more people – informing users of the route possibilities and destinations they can travel to and increasing the visibility of the wider active travel network.

Over the years, a mixture of different signage and wayfinding measures have been put in place across the borough, ranging from simple, standalone direction and destination signposts to more comprehensive Legible London signage and wayfinding boards produced and maintained by TfL.

As an important step in making the walking and cycling network in Brent more cohesive and to help pedestrians and cyclists travel around with greater ease, we propose to develop a wayfinding strategy which will set out a clear and consistent approach to signage and mapping for active travel modes in the borough.

Key Action:

11. Develop a borough-wide wayfinding strategy setting out a clear and consistent approach to signage and wayfinding for pedestrians and cyclists.

• Integrate walking, cycling and public transport

Many people who walk and cycle in Brent do so as part of longer multi-modal journeys often involving the use of public transport. For example, a significant proportion of people travelling to and from stations in the borough do so on foot or, to a lesser extent, by cycle; whilst the bus network in Brent provides a comprehensive range of travel options for distances that are too long to walk or cycle.

To cater for the ‘whole journey’, bus stops, stations and other public transport interchanges and the areas around them need to be designed to accommodate onward journeys by active modes of travel. In particular, bus stops should be clutter-free and wheelchair accessible; whilst the areas outside stations should be easy to navigate and offer seamless interchange between modes. Accordingly, the Council will work with TfL, Network Rail and train and bus operating companies to identify where improvements for pedestrians and cyclists are required around stations and bus stops in the borough.

Key Action:

12. Undertake Healthy Streets Audits at stations and other key transport interchanges in the borough to identify opportunities for active travel improvements.

3. Equip our communities with the confidence and means to walk and cycle

Infrastructure improvements alone will not be enough to significantly increase the number of people walking and cycling in Brent and raising awareness of and changing attitudes to active travel will be just as important. We also need to equip people with the confidence and motivation to walk as well as providing them with the skills and means for taking up cycling.

To this end, a comprehensive programme of support, advice, training and community events, along with access to appropriate equipment for cycling is proposed that will raise the profile of and remove the socio-economic barriers to active travel. Details of the specific measures are set out below.

- **Ensure everyone in Brent has the chance to walk or cycle**

Brent is a culturally rich and diverse borough and is home to a range of individuals and groups who are keen advocates of active and sustainable travel. However, for many people in Brent walking and cycling are not viewed as the natural choice for daily travel, with the car often the preferred mode of transport. Women, young people, the elderly, people on low incomes and ethnic minority communities in particular are less likely to walk or cycle.

To make active travel in Brent inclusive and appealing to as wide a range of people as possible, we plan to invest in targeted community engagement, training and behaviour change initiatives with a particular focus on supporting those who experience the

greatest barriers to walking and cycling, including currently under-represented groups such as women, BAME communities and families.

Key Action:

13. *Establish an active travel community engagement programme with a view to increasing the number of people walking and cycling from under-represented groups.*

Quick Win:

A number of programmes exist which allow residents groups to bid for funding to promote active travel in their communities. One of the main ones in London is TfL's Walking and Cycling Grants London (WCGL) programme which has been successful in funding a number of projects in Brent. We will work closely with our local communities to signpost them to this and other similar programmes run by other organisations.

- **Encourage more walking and cycling to school**

The school run is a known major trip generator at peak times during the school week due to the high numbers of families who travel to school by car. These everyday journeys add congestion to the road network, often resulting in increased levels of air pollution, and can create safety issues at a time where there are higher volumes of people – in particular, children - present.

To address these issues, the Council will continue to work closely with borough schools and their families on developing and implementing bespoke travel plans, exploring ways to increase the number of journeys made by active modes. To maximise the impact of scheme on improving the quality of life for our younger residents, we will target new schools in areas with poor air quality and poor public health and with high numbers of road casualties.

We will also look to introduce a range of other behaviour change initiatives as part of an expanded School Travel programme, working closely with nursery, primary and secondary school communities to raise awareness of the benefits of walking and cycling and to establish an active travel culture amongst the next generation of our residents.

Key Action:

14. *Work with school communities across Brent to trial new and innovative behaviour change initiatives to be delivered as part of an expanded School Travel programme.*

School Travel Plans

A key aspect of the Brent School Travel programme is working with school communities on the development of School Travel Plans (STPs) with a view to encouraging sustainable alternatives to car travel on the school run.

There are currently 42 schools in Brent with active travel plans in place – 28 of which have achieved gold standard as part of the STARS (Sustainable Travel, Active, Responsible, Safe) programme – TfL’s travel plan accreditation scheme for London schools and nurseries.

Since its inception in 2007, STARS has been inspiring pupils across the borough walk, scoot and cycle to school, in turn helping to reduce congestion and pollution around our schools and improving the health and wellbeing of pupils and staff. Several our schools have also been recognised for their achievements to increase active travel on the school run, including Preston Manor School who recently won the TfL STARS Active Travel Heroes Award for West London.

- **Promote active travel for work**

Another significant trip generator in the borough is the journey to work. According to latest census figures, the current mode share to work by car in Brent is around 22%¹⁵. This equates to approximately 132,000 trips per day by car¹⁶. However, the data also suggests that nearly 40% of journeys to work are under 10km in length¹⁷, meaning there is significant potential to reduce the level of car-based commuting.

Workplace Travel Plans represent a great way to encourage active travel for commuting and business purposes. They can also bring about benefits for business and staff such as reduced business and travel costs, a healthier, more productive workforce, and improved corporate image.

We will continue to work with businesses and other organisations in the borough to provide advice on sustainable travel choices and to encourage the development of workplace travel plans. In particular, we will work in partnership with local businesses to develop area-wide travel plans for key centres of employment in Brent as a means of encouraging more people to walk and cycle to work to these locations.

Key Action:

15. Develop area-wide travel plans for key centres of employment in Brent as a means of encouraging more people to walk and cycle to work.

- **Provide training and encouragement for children, adults and families**

To encourage more people to switch to active travel in Brent, we need to provide them with the skills and confidence to walk and cycle. Active travel training and, in particular, cycle training, has an important role to play in achieving this.

Bikeability training in primary schools is a well-established programme and has already helped many children across Brent to become confident cyclists. Cycle training and working with schools will therefore continue to form an essential part of our approach

¹⁵ 2021 Census – Method of travel to workplace, ONS 2022

¹⁶ London Travel Demand Survey 2017/18 – 2019/20, TfL

¹⁷ 2021 Census – Distance travelled to work, ONS 2022

and we will investigate opportunities to expand training to all secondary schools and other education establishments across the borough.

Key Action:

16. *Expand active travel training to all secondary schools and other education establishments in Brent.*

The Council currently offers free cycle training to adults and families, enabling residents of all ages and abilities to gain the confidence and skills to ride. Our ambition is to make a wider range of active travel training programmes available to more of our communities and we will explore funding opportunities to achieve this. We particularly would like to encourage greater take-up among BAME audiences and women.

- **Inspire our residents and celebrate walking and cycling**

Whilst most people recognise the benefits of active travel, these positive attitudes are rarely enough to make people walk and cycle and we need to encourage more of our residents to actively want to do it. To help build the desire for active travel, we will establish a wide-reaching communications campaign to showcase the benefits and experiences that can be enjoyed when walking or cycling instead of taking the car. This will be supplemented with further initiatives targeted at newly launched active travel routes and other walking and cycling improvements in the borough.

Key Action:

17. *Establish a borough-wide communications campaign highlighting the benefits of and opportunities for taking up walking and cycling.*

We also propose to host an annual 'Active Travel in Brent' event showcasing the work the Council and its partners are undertaking to improve conditions for walking and cycling in the borough and setting out our plans for the future. The event will be supported by a wide-ranging communications and marketing campaign celebrating all things active travel related. We will also continue to promote walking and cycling as part of national campaigns, such as National Bike Week, Walk to School Week and World Car Free Day.

Quick Win:

Activities and events can also have a big impact on encouraging more people to walk and cycle. To help more of our residents experience the benefits and opportunities of walking and cycling, we will continue to support local communities and businesses in Brent to host events and other activities with a focus on promoting active travel.

- **Improve access to bikes for residents...**

Some trips that would be perfect for cycling are made more difficult by lack of access to a cycle. Currently, around half of Londoners do not have access to a cycle in their home, although there are significant variations between different parts of the capital.

Cycle hire schemes represent one of the best opportunities to make cycling more accessible and attractive for people in Brent, especially for those who may not be able to afford to purchase a bike or have space to store one. A number of bike hire schemes have established themselves in London in recent years and now form an important part of the capital's transport mix. These include Santander Cycles - TfL's Cycle Hire Scheme, which operates predominantly in central London; and several dockless cycle hire schemes which serve large parts of both inner and outer London, including Brent.

As a means of improving access to bikes for our residents and helping to unlock new cycle journeys, we will work closely with TfL to try and extend the Santander Cycles scheme to Brent, with a particular focus on serving those parts of the borough which are major trip generators – such as Wembley. We will also work closely with Lime to strengthen arrangements around how and where they operate their dockless e-bikes in the borough – with a particular focus on addressing some of the concerns around inconsiderate and unsafe cycle parking which have been raised by residents.

Key Action:

18. Work with TfL to secure the extension of the Santander Cycles scheme to Brent.

Lime Electric Cycle Hire Scheme

An electric cycle hire scheme, managed by the American transport and shared mobility company Lime, began operating in Brent in November 2019 with the aim of providing our residents and visitors to the borough with a healthy, sustainable and convenient alternative to travelling by car.

Currently operating with around 500 bikes deployed across the borough, the scheme works under a 'free-floating' or 'dockless' model, meaning there are no dedicated cycle stands, and bikes can be hired and returned anywhere on the public highway.

In the three years that it has been operating in Brent the scheme has become an established part of the borough transport network and has proved popular with users who cite it as being a convenient mode of travel for short journeys. Data from Lime has revealed a year-on-year increase in ridership with over 500,000 trips made within the borough to date.

• **...and businesses**

Over the last few years there has been a surge in the availability and popularity of cargo bikes which are increasingly seen by businesses as a versatile, low-cost, and environmentally friendly way to transport goods. In particular, when used as a regular last-mile delivery solution, they can deliver considerable carbon emission and air pollution savings, contribute to healthier and safer streets and enable better use of our urban space.

Building on the success of Brent's Bikes for Business programme (see below), and as a means of achieving our wider ambitions for transport, the environment and economic growth, we will look to facilitate the growth of cargo bikes for businesses, community organisations and families to move around goods, materials and shopping around the borough. Further details of how this will be achieved will be set out in our Delivery and Servicing Action Plan to be developed in 2024.

Brent's Bikes for Business Programme

In Spring 2023 the Council launched the Brent's Bikes for Business Programme as a means of providing support for businesses and organisations across the borough to use cargo bikes for deliveries of goods and services. The programme, which will run initially until March 2024, builds on the success of two earlier cargo bike trial schemes in Harlesden and Willesden Green.

Through the programme, businesses can access free advice and one-off subsidies of up to £1,000 to help them make the switch to cargo bikes. The subsidies can be used towards the cost of leasing or purchasing a cargo bike or as a contribution towards hiring a third-party cargo bike delivery service. In addition, the Council offers free rider training and marketing and promotion to all businesses who take part.

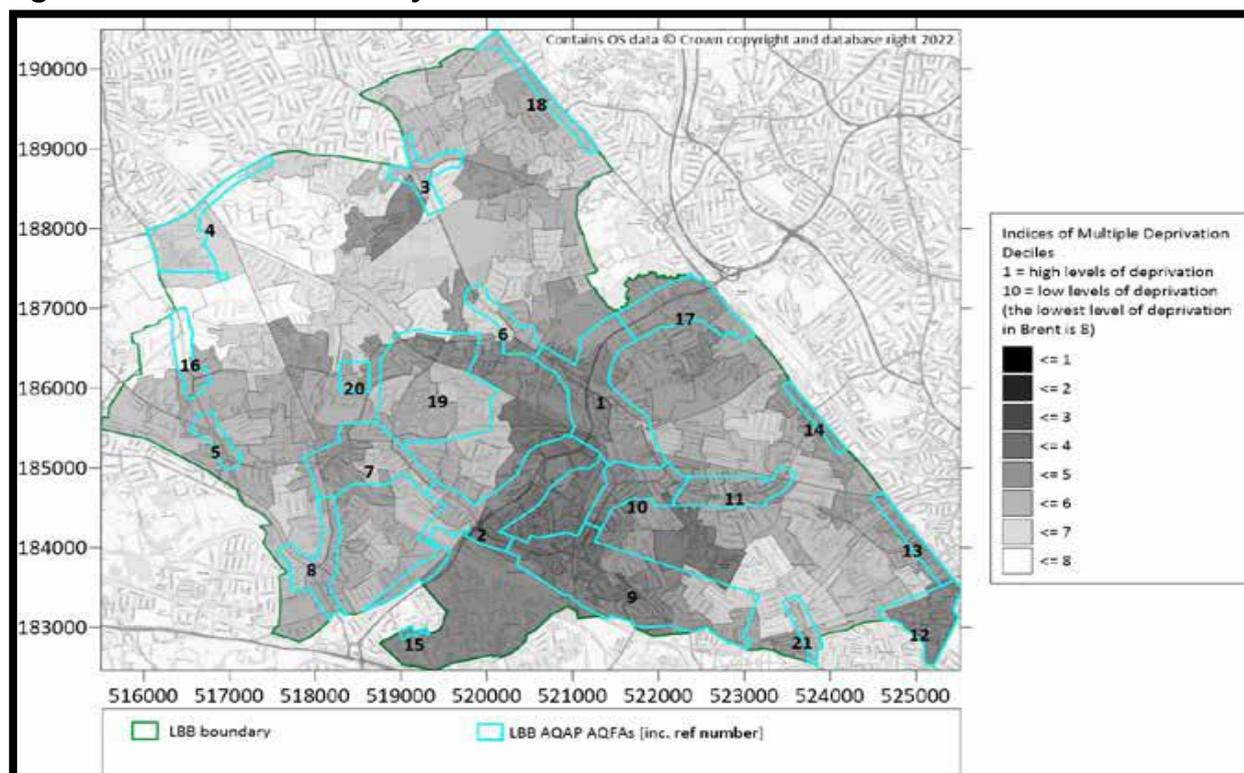
Geographical priorities for delivery

Active travel measures and interventions will be implemented throughout the borough. However, in recognition that the nature and scale of transport challenges – and barriers to active travel - vary significantly across Brent, there will be a particular focus on the following key areas:

- **Growth areas/major employment centres** – Central to our ambition for walking and cycling in Brent is the creation of a well-connected and accessible active travel network linking key parts of the borough. A key focus will be on enhancing walking and cycling links to and between our major growth and employment areas from outside and within the borough.
- **Other key trip generators** - Improving access by walking and cycling to other key trip generators in the borough such as local health, shopping and leisure facilities is also an important consideration and will be central to our plans. In particular, we will look to improve walking and cycling access to the two main hospital sites in the borough - Northwick Park and Central Middlesex, as well as providing better facilities to support active travel to and within our district and local centres and borough parks and other recreational areas. We are also keen to facilitate greater levels of walking and cycling to Wembley Stadium – a significant trip generator on event days.
- **Schools and other education facilities** – A key focus of our activities, the Council hopes to encourage more pupils and students to walk and cycle as part of their daily routine as a means of reducing congestion and pollution around schools and colleges and to improve people's health and quality of life. Our School Travel programme will be available to all schools and colleges in the borough but will look to focus on those establishments in areas with poor air quality and poor public health and with high numbers of road casualties.

- **Public transport interchanges** - A significant amount of pedestrian activity occurs around stations and bus stops, so we need to ensure walking is well integrated with the public transport system. To cater for longer multi-modal journeys, adequate provision also needs to be made for cyclists – especially at larger stations in the borough.
- **Local neighbourhoods** - Most streets in the borough are residential. Improving the feel of these streets and connecting them to local destinations will be important in boosting walking and cycling growth, particularly in those parts of the borough less well served by public transport. A priority for the delivery of comprehensive walking and cycling improvements will be those areas forming part of our Green Neighbourhoods initiative.
- **Air Quality Focus Areas** – In line with the aims and objectives of the Brent Air Quality Action Plan, a key focus for improving conditions for active travel will be those parts of the borough designated as an Air Quality Focus Area (AQFA) (see Figure 3.4, below). As well as helping to improve air quality, measures aimed at reducing the dominance of motorised traffic and giving greater priority to pedestrians and cyclists in these areas will help us address wider health inequalities in the borough.

Figure 3.4: Brent Air Quality Focus Areas



Funding the delivery programme and prioritising spending

The availability of funding will be pivotal in the delivery of the active travel delivery programme, with money for projects expected to come from a range of sources, including from Central Government, the Mayor and Transport for London and the Council. However, ongoing pressures to sources of public finance caused by the recent Covid pandemic mean that we will also need to explore other sources of funding, such

as from developers and other third parties, if we are to realise our ambitions for walking and cycling in Brent.

A summary of the principal funding sources for implementing the delivery programme is set out in Figure 3.5, below. Funding for implementing the majority of schemes and initiatives is expected to come from TfL via the Local Implementation Plan (LIP), whilst TfL’s Liveable Neighbourhoods and the GLA’s Future Neighbourhoods 2030 programme also provide the Council with the opportunity to access funding for more comprehensive projects. We also anticipate the need to secure funding contributions from developers for some of our walking and cycling infrastructure schemes – either through Section 106 or Community Infrastructure Levy (CIL) - whilst Public Health Grant funding could offer opportunities to implement certain active travel initiatives that are focused on improving the health and wellbeing of our residents.

Figure 3.5: Active travel delivery programme - principal funding sources

| Funding Provider | Funding Programmes |
|--------------------------------|---|
| Transport for London (TfL) | <ul style="list-style-type: none"> • Safer Corridors and Neighbourhoods. Core funding for the delivery of schemes aimed at improving road safety, reducing the dominance of vehicular traffic and creating safer, greener and more inclusive places for pedestrians and cyclists. The Council was awarded c.£1million in 2023/24 and anticipates a similar amount in 2024/25. • Cycleways. Funding programme for the implementation of high-quality, strategic cycle routes across London. A new cycleway is currently being developed as part of TfL’s Healthy Streets improvement scheme between Wembley and Willesden Junction. • Cycle Parking/Cycle Training. Ringfenced funding for the delivery of secure, residential cycle parking facilities and adult and child cycle training. The Council was allocated c.£02 million for this in 2023/24. • Liveable Neighbourhoods. Funding for the delivery of community-supported schemes to reduce car trips and improve neighbourhoods for walking, cycling and public transport. The programme is currently paused due to TfL funding pressures, but the Council plans to submit funding bids in future years if it is restarted. • Walking and Cycling Grants London. Similarly on pause. The programme previously awarded c.£500,000 to community projects across London, funding several projects in Brent. The Council will work with community groups in the borough to develop and submit funding bids in future years if the programme is restarted. |
| Greater London Authority (GLA) | <ul style="list-style-type: none"> • The Mayor’s Air Quality Fund (MAQF). Funding for the introduction of measures to address poor air quality in London. • The Future Neighbourhoods 2030 Programme. Funding to support deprived, climate vulnerable neighbourhoods to transition to a low carbon future. |
| Central Government Funding | <ul style="list-style-type: none"> • Active Travel Fund (DfT). Grant funding for Councils for the introduction of walking and cycling facilities. Brent was awarded c.£0.6 million in 2020/21 for measures to aid walking and cycling during the Covid pandemic. • Air Quality Grants (DEFRA). Awarded across England to fund local projects for cleaner air. • Levelling Up Fund (DLUHC). A £4.8 billion fund to support town centre and high street regeneration and local transport projects across the UK. |

| Funding Provider | Funding Programmes |
|---------------------------------|--|
| | <ul style="list-style-type: none"> • Public Health Grant (DHSC). Funding for local authorities to improve health in local populations. Scope to use funding to implement certain active travel initiatives. |
| Brent Council | <ul style="list-style-type: none"> • Highways Maintenance Programme. Annual programme of footway reconstruction, carriageway resurfacing and other repair and improvement works across the borough. Currently around £3.5 million is allocated each year towards this. In addition, the Council is half-way through a four-year £15m footways investment programme to be delivered by March 2025. |
| Developers | <ul style="list-style-type: none"> • Community Infrastructure Levy (CIL). Levied on certain types of new development, CIL is currently used to fund a wide range of transport infrastructure improvements in the borough, with c.£4 million being made available to fund active travel infrastructure improvements over the next 5 years. • Section 106 Contributions. C.£0.6 million of retained S106 funding was allocated in 2022 for a range of transport, highways and public realm improvements linked to new developments in the borough. |
| Other potential funding sources | <ul style="list-style-type: none"> • Station Improvements Programme (Network Rail/Train Operating Companies). Funding for the delivery of secure cycle parking facilities and Healthy Streets improvements at stations. |

To help determine where any future investment in active travel should be focused, the Council has recently developed a scheme prioritisation tool. This will help ensure that the limited funding that is available for walking and cycling measures is directed to where it is needed most and will have the greatest impact.

Implementing the delivery programme - involving Brent's communities and other partners

Responsibility for implementing the active travel delivery programme will be shared between the Council's Transportation Planning, Healthy Streets and Parking and Highways Management teams, with close involvement from colleagues working in our Public Health, Climate Emergency and Communications Teams. We also recognise the need for and benefits of close working with a wide range of external partners and stakeholders, including TfL, developers and neighbouring boroughs, to maximise opportunities for funding and to ensure the successful delivery of joined-up schemes.

The Council is also committed to working closely with the many diverse communities within Brent to deliver active travel improvements. Only by working closely with our residents, businesses and other local stakeholders – the experts in their areas - can we hope to address their concerns and meet their aspirations.

To ensure that active travel schemes and initiatives bring about tangible benefits to those areas in which they are introduced and don't disadvantage others, we will employ a collaborative approach to the various stages of scheme design, implementation and monitoring. With a wide range of projects and interventions proposed – many targeted at different communities across different parts of the borough – a tailored, inclusive approach to engagement will also be required.

4. Assessing Progress

This final section details the targets and indicators to be used to measure progress in delivering the Active Travel Implementation Plan; and the arrangements for reporting progress and reviewing it.

Performance indicators and targets

The Brent Long Term Transport Strategy (LTTS) identifies the range of targets and indicators to be used to measure progress in achieving our overarching transport aims and objectives. The targets and indicators most relevant to active travel are listed in Figure 4.1, below, and will form the basis of monitoring progress of the Active Travel Implementation Plan.

Figure 4.1: Key LTTS Performance Indicators and Targets

| Performance Indicator/Target* | Metric | Baseline | Target |
|---|--|---|---|
|  Reduce overall traffic levels by 25% | Vehicle kilometres in Brent in given year. | 1,098 million | 824 million |
|  Reduce car ownership by 25% | Total cars owned and car ownership per household, borough residents. | 97,348 | 73,011 |
|  Increase walking, cycling and public transport mode share | By borough resident - based on average daily trips | 69% | 80% |
|  Achieve net zero CO2 emissions by 2030 | CO2 emissions (tonnes) from road transport within Brent. | 196,300 | 0 (2030) |
|  Reduce NOx emissions by 95% | NOx emissions (tonnes) from road transport within Brent. | 480 | 24 |
|  Reduce particulate emissions by 50% | PM ₁₀ and PM _{2.5} emissions (tonnes) from road transport within Brent. | PM ₁₀ : 67 PM _{2.5} : 34 | PM ₁₀ : 34 PM _{2.5} : 17 |
|  Increase the proportion of residents participating in active travel | Proportion of borough residents doing at least 20 minutes of active travel a day | 31% | 70% |
|  Eliminate all deaths and serious injuries from road collisions | Deaths and serious injuries (KSIs) from road collisions in Brent | 119 | 0 |
|  Reduce the total number of pedestrian, cyclist and PTW casualties by 80% | All vulnerable road user casualties from road collisions in Brent | 523 | 105 |
|  98% of non-emergency repairs to be made within 28 days | % of Category 2 defects repaired on time (Non-emergency repairs) | 98% | 98% |
|  Increase the proportion of residents who have access to a safe and pleasant cycle network | Proportion of borough residents living within 400m of the London-wide strategic cycle network. | 6% | 80% |

* Target date 2041, unless stated

We will consider the inclusion of additional walking and cycling indicators and targets over the lifetime of the plan where these would enable us to more effectively monitor progress in delivering our objectives.

Monitoring and review

An annual monitoring report, describing progress made in delivering against the priorities and targets contained within the Active Travel Implementation plan, will be produced and reported each year. A wider review of the plan, including plan priorities and the delivery programme will be carried out every five years.

Appendix A: Summary table of key actions

| Key Actions | Timescales | Principal Funding Sources | Delivery Partners (Lead Partner in Bold) |
|--|--|--|--|
| 1. Make our streets safer and more inclusive for walking and cycling | | | |
| 1. <i>Review and prioritise the implementation of schemes identified in the 2020 Active Travel Consultation.</i> | <ul style="list-style-type: none"> Review to be completed by end 24/25. Agreed schemes to be implemented from 25/26 onwards. | <ul style="list-style-type: none"> TfL – Safer Corridors & Neighbourhoods Developer - S106/CIL | <ul style="list-style-type: none"> Healthy Streets & Parking |
| 2. <i>Facilitate the roll-out of new and expanded School Streets schemes, prioritising ‘high risk’ locations in terms of road safety and exposure to poor air quality.</i> | <ul style="list-style-type: none"> Ongoing programme. Aim to implement at least two new School Street schemes each year. | <ul style="list-style-type: none"> TfL - Safer Corridors & Neighbourhoods GLA - MAQF DHSC – Public Health Grant | <ul style="list-style-type: none"> Healthy Streets & Parking School Communities |
| 3. <i>Produce a business case for the introduction of more 20mph speed zones for possible implementation during the lifetime of this plan.</i> | <ul style="list-style-type: none"> Produce business case by end 24/25. Possible scheme roll out from 25/26 onwards. | <ul style="list-style-type: none"> TfL - Safer Corridors & Neighbourhoods | <ul style="list-style-type: none"> Transportation Planning Healthy Streets & Parking TfL |
| 4. <i>Develop a pipeline of road crossing and junction improvement schemes for delivery under our Safer Streets and Places programme.</i> | <ul style="list-style-type: none"> Ongoing programme. New schemes identified annually. | <ul style="list-style-type: none"> TfL - Safer Corridors & Neighbourhoods Developer - S106/CIL | <ul style="list-style-type: none"> Healthy Streets & Parking Transportation Planning TfL |
| 5. <i>Introduce more formal parking arrangements for dockless bikes operating in the borough, prioritising key trip generators and those areas with high levels of pedestrian activity.</i> | <ul style="list-style-type: none"> New parking arrangements to be introduced from 24/25 onwards. | <ul style="list-style-type: none"> TfL - Safer Corridors & Neighbourhoods 3rd Party - Lime | <ul style="list-style-type: none"> Transportation Planning Healthy Streets & Parking TfL/London Councils Lime |
| 6. <i>Identify and prioritise for delivery a programme of traffic signal improvements to enhance journey times for pedestrians and cyclists, with a focus on key trip generators across the borough.</i> | <ul style="list-style-type: none"> Ongoing programme. New schemes identified annually. | <ul style="list-style-type: none"> TfL - Safer Corridors & Neighbourhoods Developer - S106/CIL | <ul style="list-style-type: none"> Healthy Streets & Parking Highways Management Transportation Planning TfL |

| Key Actions | Timescales | Principal Funding Sources | Delivery Partners (Lead Partner in Bold) |
|--|--|--|--|
| 2. Improve the quality and visibility of our walking and cycling infrastructure | | | |
| 7. <i>Identify and prioritise improvements to the existing walking and cycling network for delivery through future transport programmes and development proposals.</i> | <ul style="list-style-type: none"> • Network review underway - to be completed by end 24/25. • Improvements to be implemented from 25/26 onwards. | <ul style="list-style-type: none"> • TfL - Safer Corridors & Neighbourhoods; Cycleways • Developer - S106/CIL | <ul style="list-style-type: none"> • Transportation Planning • Healthy Streets & Parking • TfL • Developers |
| 8. <i>Identify and prioritise for delivery new walking and cycling routes as part of proposals to expand the active travel network in Brent.</i> | <ul style="list-style-type: none"> • New route identification work to commence by end 24/25. • Future routes to be implemented from 25/26 onwards. | <ul style="list-style-type: none"> • TfL - Safer Corridors & Neighbourhoods; Cycleways • Developer - S106/CIL | <ul style="list-style-type: none"> • Transportation Planning • Healthy Streets & Parking • TfL • Developers |
| 9. <i>Identify and prioritise for delivery new/enhanced walking and cycling connections across key sources of severance in the borough.</i> | <ul style="list-style-type: none"> • Connections review to commence by end 24/25. • Schemes to be implemented from 25/26 onwards. | <ul style="list-style-type: none"> • TfL - Safer Corridors & Neighbourhoods; Cycleways • Developer - S106/CIL | <ul style="list-style-type: none"> • Transportation Planning • Healthy Streets & Parking • TfL • Developers |
| 10. <i>Expand the provision of different types of secure cycle parking facilities across the borough, prioritising areas of high demand/cycling potential.</i> | <ul style="list-style-type: none"> • Ongoing programme for on-street cycle parking. | <ul style="list-style-type: none"> • TfL - Safer Corridors & Neighbourhoods; Cycle Parking • Developer - S106/CIL • 3rd Party – Network Rail/Train Operators | <ul style="list-style-type: none"> • Healthy Streets & Parking • Regeneration • TfL/Network Rail • Developers |
| 11. <i>Develop a borough-wide wayfinding strategy setting out a clear and consistent approach to signage and wayfinding for pedestrians and cyclists.</i> | <ul style="list-style-type: none"> • Strategy to be completed by end 25/26. New signage to be rolled-out as part of future scheme delivery. | <ul style="list-style-type: none"> • TfL - Safer Corridors & Neighbourhoods • Developer - S106/CIL | <ul style="list-style-type: none"> • Transportation Planning • Healthy Streets & Parking • TfL |
| 12. <i>Undertake Healthy Streets Audits at stations and other key transport interchanges in the borough to identify opportunities for active travel improvements.</i> | <ul style="list-style-type: none"> • Audits to commence from 24/25. • Measures to be implemented from 25/26 onwards. | <ul style="list-style-type: none"> • TfL - Safer Corridors & Neighbourhoods • Developer - S106/CIL • 3rd Party – Network Rail/Train Operators | <ul style="list-style-type: none"> • Healthy Streets & Parking • Transportation Planning • TfL/Network Rail |

| Key Actions | Timescales | Principal Funding Sources | Delivery Partners (Lead Partner in Bold) |
|---|---|--|---|
| 3. Equip our communities with the confidence and means to walk and cycle | | | |
| 13. <i>Establish an active travel community engagement programme with a view to increasing the number of people walking and cycling from under-represented groups.</i> | <ul style="list-style-type: none"> • Programme to be launched from 24/25. | <ul style="list-style-type: none"> • TfL - Safer Corridors & Neighbourhoods; Cycle Training • DHSC – Public Health Grant | <ul style="list-style-type: none"> • Healthy Streets & Parking • Communications |
| 14. <i>Work with school communities across Brent to trial new and innovative behaviour change initiatives to be delivered as part of an expanded School Travel programme.</i> | <ul style="list-style-type: none"> • Ongoing programme. | <ul style="list-style-type: none"> • TfL - Safer Corridors & Neighbourhoods; Cycle Training • DHSC – Public Health Grant | <ul style="list-style-type: none"> • Healthy Streets & Parking • Communications • School Communities |
| 15. <i>Develop area-wide travel plans for key centres of employment in Brent as a means of encouraging more people to walk and cycle to work.</i> | <ul style="list-style-type: none"> • Business engagement ongoing. First of new travel plans to be launched from 25/26. | <ul style="list-style-type: none"> • TfL - Safer Corridors & Neighbourhoods • Developer - S106/CIL | <ul style="list-style-type: none"> • Transportation Planning • Healthy Streets & Parking • Communications • Business Community |
| 16. <i>Expand active travel training to all secondary schools and other education establishments in Brent.</i> | <ul style="list-style-type: none"> • Expanded programme to be launched from 24/25. | <ul style="list-style-type: none"> • TfL - Safer Corridors & Neighbourhoods; Cycle Training • DHSC – Public Health Grant | <ul style="list-style-type: none"> • Healthy Streets & Parking • Communications • School Communities |
| 17. <i>Establish a borough-wide communications campaign highlighting the benefits of and opportunities for taking up walking and cycling.</i> | <ul style="list-style-type: none"> • Campaign to be launched from 24/25. | <ul style="list-style-type: none"> • TfL - Safer Corridors & Neighbourhoods • DHSC – Public Health Grant | <ul style="list-style-type: none"> • Healthy Streets & Parking • Communications |
| 18. <i>Work with TfL to secure the extension of the Santander Cycles scheme to Brent.</i> | <ul style="list-style-type: none"> • Subject to agreement, begin incremental roll-out from 25/26. | <ul style="list-style-type: none"> • TfL - Cycle Parking • Developer - S106/CIL | <ul style="list-style-type: none"> • Transportation Planning • Healthy Streets & Parking • TfL • Developers |